

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVI. NEW YORK, JANUARY 20, 1904.

No. 3.

CERTIFICATE OF CIRCULATION

ASSOCIATION OF AMERICAN ADVERTISERS

This Certifies that this Association has examined the circulation of the
Indianapolis Star
during a period beginning with the first day of October, Nineteen hundred and three and ending with the thirtieth day of November, Nineteen hundred and three, verifying the same from the press-rooms, books of record and system of distribution, and finds that the average number of copies of each issue circulated during said period was
sixty-six thousand four hundred and twenty-nine (66,429) each weekday;
forty-three thousand nine hundred and ninety-two (43,992) each Sunday,
according to the definition of circulation adopted by this Association.

This Certificate is valid only in the entirety.
Indianapolis, Indiana, November 22, 1903.

C. H. Post
E. J. Baker
E. H. Williams

The Indianapolis Star

is the only paper in Indianapolis which insists that every advertiser shall know all about both quantity and quality of its circulation.

THE INDIANAPOLIS STAR has more paid circulation than any paper in Indiana.

GENERAL OFFICES:

Corner Market St. and Monument Place, Indianapolis, Ind.

C. J. BILLSON, REPRESENTATIVE FOREIGN ADVERTISING,
Tribune Building, New York-Chicago.

\$5.00 Per Year.

The sub-title of PRINTERS' INK is, A Journal for Advertisers. It is published weekly by Geo. P. Rowell, 10 Spruce Street, New York City, at a subscription price of five dollars per year.

The marvelous development of American advertising runs parallel with the history of this journal. From the first it has stood for the practical, common-sense things which have to do with business promotion, and it is the recognized authority among the world's advertising publications. The rules and reasons which govern correct advertising methods are not difficult to discover, but they need frequent and repeated restating in their various phases to emphasize the vital differences between the genuine and the false. This is just the work which PRINTERS' INK can be guaranteed to do. An especially valuable feature in nearly every number, for instance, is an authorized interview with some successful business man, setting forth clearly and frankly his experience in the advertising field. These interviews cover various lines of activity, but each is an invaluable inspiration to every thoughtful and ambitious man.

So it is with PRINTERS' INK throughout. Theory has to make room for reports of actual results. The service which this journal gives its readers is one not to be obtained elsewhere, although there are many imitators.

The advertising business is engaging the thought of some of the brainiest men in the world. The present time sees some wonderful things accomplished in the way of publicity, but greater work is certainly to come. The possibilities which are open to a young man or a young woman entering this field are stimulating to a superlative degree. The stories of high salaries which go with responsible advertising positions are calling attention to these possibilities, and many "courses" of advertising instruction are now being offered, but a careful study of the lesson which PRINTERS' INK brings each week, at a cost of less than ten cents, cannot fail to give an intelligent and practical knowledge of the principles which are necessary to success in advertising work. Such has been the experience of many men who earn their thousands each year. No advertising "course" can show equal results.

PRINTERS' INK is not designed to entertain, but its reading becomes of exceeding interest. Combine with this its value as a general business adviser and it will be readily seen that it is a proposition which no man of affairs can afford to overlook.

If you have never seen a copy of this journal, send ten cents for one. The first number you receive will probably give you a pointer valuable enough to abundantly repay you for the effort and the ten cents. Pretty certain that you'll become a regular reader.

Haverhill, Mass.

ARTHUR B. RIGNEY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.

VOL. XLVI.

NEW YORK, JANUARY 20, 1904.

No. 3.

THE TRUE INWARDNESS OF TYPEWRITER ADVERTISING.

"Perfect alignment."

"Greatest speed."

"Lightest touch."

"Absolute simplicity."

These phrases figure over and over in typewriter advertising, and have been stock arguments so long that most typewriter publicity looks cut-and-dried to the outside observer. Typewriters are exploited from the technical side, but the chief advantages are possessed by all the standard machines, or claimed by them, evidently.

"Isn't typewriter advertising pretty narrow? Couldn't the field for typewriters be broadened by advertising that would educate people to use them? The arguments put forward now are intelligible only to those accustomed to typewriters—a small class compared to all the people. Why don't you do something to interest women in typewriters? The woman of to-day, with her large home, social life and clubs, needs a telephone to transact her business. Why shouldn't she have a typewriter?"

These questions were put to Wolstan Dixey, who for some months has had charge of the advertising of the Smith-Premier Typewriter Co., New York. His varied experience in advertising, ranging from proprietary remedies to cash registers, makes him just the man who would go to the bottom of dead wood and fallacies when undertaking a new proposition.

"Well, why shouldn't typewriter advertising be technical?" he replied, after some thought. "Is there anything more technical than a writing machine?"

"But there's a human side to the

typewriter, isn't there? Take the 'perfect alignment' argument, for example. What's the use of insisting on that point year after year? Even the little five-dollar contrivance that prints from rubber type has a dead-level alignment. In these days when a man buys a typewriter he gets perfect alignment as a matter of course, just as he gets laces when he buys a pair of shoes. Now, why not talk the advantages and saving of the typewriter to people who have never used it, taking them class by class? Why not issue literature for women and demonstrate the value of the writing machine in the home through such mediums as the *Ladies' Home Journal* and *Delineator*?"

"Those are pointed questions, but they come from the outside," said Mr. Dixey. "You can't divorce the advertising from the business. Typewriter advertising may look effete to the outsider, but it fits the conditions of the typewriter business. Now, I believe in educational advertising when it is necessary to educate—when you have something entirely new, such as a cash register. But the typewriter is not new. Like the sewing machine, everybody concedes its practicability and necessity. We might sell more typewriters by going into special fields, but the most profitable field to be worked is that of the modern business world. The office is the object of attack in all typewriter advertising, and the natural increase in the business equipment of the United States is so great that the typewriter manufacturers have some difficulty in keeping up with the demand. The Smith-Premier business this year is thirty per cent greater than that of any previous period in the company's history. Not long ago we temporarily suspended most of our

advertising because we couldn't get machines fast enough until our new factory in Syracuse was completed.

"Here's where all the typewriter advertising is aimed, then—at the business man. Now, when the business man wants a typewriter there's a single question he asks—'Which make?' There's where the technical arguments count. The typewriter public has been thoroughly canvassed and circularized. It knows the names of all the high-grade machines, and some of the principal arguments that each puts forth. The business man wants three qualities in a writing machine—good work, time-saving and the least cost. In demonstrating the merits of your machine you've got to get right down to the technical side—its construction. The strongest selling point in typewriter advertising to-day is visible writing. 'See here,' the advertisement says, 'your work is right before you—no time or labor lost lifting a heavy carriage.' 'By Jove, that's just what I want,' the business man exclaims; 'it'll save my operators' time.' But there are technical defects to the visible writing machines, while some of the others have merits that don't appear so readily. Advertising must bring these out. The Smith-Premier is not a visible writing machine, but operates on what is called the understroke principle. The writing appears at the bottom of the platen, while that of the visible writing machine appears at the side. We have practical visibility, for our carriage is hung so nicely that it can be swung forward with a slight touch of the thumb and forefinger. There is no lifting, and only an infinitesimal loss of time saved by the visible writing machines. No visible writing machine has the double keyboard. There is a loss of time in operating the shift key that changes from lower case to capitals. Then the friction of the Smith-Premier mechanism is almost *nil*, which is another time-saving point. Last, the construction is strong and simple, so that there is little time lost in waiting for repairs. These

features make an impression on men who have had experience with different makes of typewriters, while arguments such as visible writing are the ones that catch the inexperienced. Our advertising must go into technicalities to be at all effective with the man who contemplates buying a typewriter. He is the only man we aim at. The typewriter proposition is simply that of gathering the apples that are ready to drop—not in trying to make green ones ripen. I know the value of educational advertising, but the typewriter public is already educated. Special advertising for women might bring good returns, but it is my belief that the cheaper writing machines do most of the educational work. The man buying a typewriter for the first time, unless he has learned that things are always worth what they cost, will usually settle on one of the \$25 or \$35 or \$50 machines, which are good for the price. These eventually educate him to the advantages of the \$100 machine. He comes into our class sooner or later. The low-priced machines carry on the work of education.

"Smith-Premier advertising is scattered through a wide range of mediums. We are in the magazines all the time, and in the best newspapers. Much of the company's newspaper advertising is arranged on an exchange basis. Does it pay? Why, of course, so long as we fill the space with good copy. My work has been almost entirely technical. Folders and booklets have all gone into details of construction. When I came here Mr. Alexander T. Trown, the inventor of the Smith-Premier, went over the machine with me and showed me its principles. One fine point, for example, that has been used to good effect in our advertising is the interchangeable platen. Sometimes in the rush of office work it is necessary to write a telegram or letter in a hurry. The typewriter may have some complicated manifolding or tabulation under way which, if removed, cannot be accurately readjusted. The platen can be lifted out in such cases, paper and all, intact, and

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Little Lessons in Publicity—Lesson 18.

Publicity is Power

Publicity is the greatest factor and force in business. This seems a pretty broad statement, but on serious consideration it cannot be successfully contradicted. Macaulay said: "Advertising is to business what steam is to machinery—the great propelling power." Thousands of similar quotations could be set forth, but lack of space prevents.

THE INDIANAPOLIS NEWS

is the publicity proposition representing the greatest power in Indianapolis and Indiana advertising. Has a larger paid circulation than all other Indianapolis papers combined.

THE NEWARK (N. J.) NEWS

is the most powerful factor in New Jersey advertising. "Covers Newark like a blanket," offering the greatest amount of publicity at the minimum cost. Has a Sunday issue.

THE MONTREAL STAR

is the power in Canadian advertising that may be termed almost hypnotic. It reaches every day ninety per cent of the English-speaking families in the metropolis of Canada.

THE MINNEAPOLIS JOURNAL

is a magnetic power in Northwestern advertising. Reaches ninety per cent of the homes of the purchasing classes every day, drawing to advertisers the trade of the great city of the prosperous Northwest.

THE WASHINGTON STAR

is a prominent factor in National publicity, as well as the greatest force in Washington advertising. Is delivered regularly every day into over ninety-two per cent of the white homes in its city of publication.

THE BALTIMORE NEWS

is a powerful proposition for Southern advertising—second to none in point of circulation, according to the American Newspaper Directory. Covers a field that three morning papers divide, reaching more homes in Baltimore every day than any other newspaper.

The above list of high-grade evening dailies solves the publicity problem for the respective cities.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising.

Tribune Building,
CHICAGO.

another platen holding a telegraph blank or letter sheet substituted. The practical business man wants to know just three things about a typewriter—What kind of work does it do? How much time and labor does it save? How will it wear? Almost any machine does good work when it is new, but only experience demonstrates the difference between the machine that stands hard service and the one that continually loses time through breakdowns. These points must be covered with technical literature. By that I don't mean technical language. All the features of a complicated machine can be described in the simplest terms—practically, the advertising literature deals with what the machine does rather than how it does it. Levers, screws and thingumbobs don't interest people, and the point is to know when the line of popular interest has been passed.

"Some of our best advertising the past few months has dealt with the inventor of the Smith-Premier—Mr. Alexander T. Brown. The impression got abroad during some changes in typewriter interests that the man who invented the Smith-Premier had left this company, so some of our advertising energy has been expended to counteract this false notion. This was accomplished successfully by ads showing Mr. Brown's portrait, and a booklet called 'The Man Behind the Machine.' When a rumor of this sort gets abroad I think it wise to fight it with advertising, but to make no reference to the rumor. Simply give the answer. Half of the people haven't heard the rumor anyway, and if you call attention to it they will want to look it up. By giving the answer and ignoring the rumor your ad stands on its merits as an advertising argument pure and simple, while those who know the rumor recognize it as a clean denial. This is the wise policy also, I think, in dealing with a competitor." JAS. H. COLLINS.

It is lots easier to slide down the banister than to climb the stairs. You can slide down to obscurity in business without trouble, but it takes climbing to make a success.

A Little Chicago

Philosophy

If a solicitor or salesman visits in one day ten people of a certain class, and sells his wares to three, how many sales will the solicitor or salesman make who visits in one day twenty people of the same class?

If an advertiser offers his wares through the advertising columns of a newspaper having a given circulation to a certain class in a given territory, how much increased is the opportunity for making sales of the same wares advertised in the columns of a newspaper having double the circulation of the same class in the same territory?

Advertisers are gradually solving the above problems as applied to THE CHICAGO RECORD-HERALD and its nearest competitor.

CHICAGO'S FIRST FOOD FIESTA

February 20 to March 12, 1904

The exposition aims to benefit Chicagoans, who represent one-fortieth of the United States population, by convincing them that Reputable Trade Mark Products supersede the dubious, unbranded and bulk foods in healthfulness, economy, flavor and superiority, and thus permanently increase the annual sales of enterprising and creditable manufacturers.

The Chicago Daily Tribune has contracted to act as publicity promoter of the Chicago Food Fiesta.

For Plans, Details and Cost of Exhibits, Apply to

THE COLISEUM COMPANY
135 Adams Street Chicago

A SPECIAL POSTAGE RATE FOR BUSINESS PERI- ODICALS.

For more than a year there has been on foot a movement to secure for business periodicals, or "house organs" as they are generally called, a special postal rate and classification. This movement is directed by an organization known as the Associated Publishers of Commercial Periodicals, the president of which is Russell L. Mitchell, of the Pittsburgh Dry Goods Co., Pittsburgh. Three bills are to be introduced in Congress by Representative John Dalzell, of Pennsylvania. The first provides that pieces of mail matter identical in form may be mailed at the present pound rates without stamps when presented in quantities of 2,000 or more. No. 2 provides for the establishment of a fifth class of mail matter to include regularly issued private commercial periodicals, published at least four times a year, which are to be mailed at six cents a pound. Bill No. 3 provides for the consolidation of the present third and fourth classes of mail matter and puts into a new fourth class all business periodicals that are published within certain restrictions, six cents a pound to be the rate therefor. These bills, it is said, have been prepared with the assistance of Edwin C. Madden, Third Assistant Postmaster-General, and it is also asserted that the postal officials are in favor of changes in the regulations that will facilitate the mailing of this new class of matter. If the department can even accept business periodicals without stamps affixed it will be a convenience to both the post-office and the firms mailing them, as such matter is more easily handled. The restrictions put upon this matter will probably draw the line sharply between real business periodicals and advertising literature proper. About 400 business periodicals of all sorts are now published in the United States. Some of them are nothing more than periodical circulars, and do not appear to be entitled to any special privileges. Others, on the

contrary, are publications of general interest quite apart from their advertising value. Probably the most widely known of these and the one that approaches nearest the general magazine is the New York Central's *Four-Track News*. This is so broad in its scope as to be clearly eligible for the present fourth-class privilege. *Red Cross Notes*, a monthly published by Johnson & Johnson, makers of surgical appliances, New Brunswick, N. J., is really a medical journal of genuine value to the practitioner, containing original articles that have almost no bearing on the firm's products. Another class of publications of importance to the reader as well as the firm publishing them is the "price-current" bulletins issued by grocery, drug, hardware and other wholesale houses. These are now sent at regular printed matter rates. The Associated Publishers of Commercial Periodicals is composed of such firms as Austin, Nichols & Co., New York; C. F. Blanke Tea & Coffee Co., St. Louis; Bradley Shoe Co., Chicago; the International Harvester Co., Chicago; P. & F. Corbin, New Britain, Conn.; Joseph Dixon Crucible Co., Jersey City; Johnson & Johnson, New Brunswick, N. J.; E. F. Houghton & Co., Philadelphia; Hill, Clarke & Co., Chicago; Larkin Soap Co., Buffalo; Logan-Gregg Hardware Co., Pittsburgh; Cahn, Wampold & Co., Chicago; Wolf Co., Chambersburg, Pa.; Mitchell, Schiller & Barnes, New York; Sherwin-Williams Paint Co., Cleveland. The organization has held two conventions—one in Chicago, 1902, and one in New York, 1901. Mr. Mitchell, the president, has given a great deal of his time to the movement, making repeated visits to Washington. The secretary of the association is William Henry Baker, advertising manager of Mitchell, Schiller & Barnes, 52 Broadway, New York. He invites correspondence on the subject from any business man interested in securing the new rate and classification.

FAKE advertising is like fake religion
—it don't last long.

"PAINT."

The O. J. Gude Co. owns more than twenty miles of iron and lumber bulletin boards in New York and along the railroads running out of the city, and in addition to these the company also controls about 1,000,000 square feet of blank wall space in desirable locations. In fact, it is difficult to find any corner of the metropolis, however remote, where one can truthfully say that no advertisement bearing the company's imprint is in sight. To the observer not familiar with the true state of affairs it would appear as though the company held a close monopoly of outdoor advertising. It really, however, it is not a "trust," but simply a thorough organization, holding the field through superior business tactics.

The position of New York as the centre of the country's activity makes outdoor advertising peculiarly desirable. There are certain locations frequented by visitors where outdoor advertising may be said to have a national circulation. This transient population, with its eyes continually opened for the novel, makes it well worth while to spend a thousand dollars or more a month for the side of a building on Broadway that will be exposed while the foundations of a new structure are being sunk next door. It also accounts for the ingenious improvements in bulletin boards which are introduced from time to time. A year or so ago the electrically lighted board was put into operation in Madison Square, while to-day the oddity most remarked is the Wilson Whiskey sign with its siphon bottle pouring real water. It is asserted that such a bulletin opposite the bar-room of a large uptown hotel had a material effect in swelling the receipts for highballs, as the reality of the sign made passersby thirsty.

Outdoor advertising is regarded as a valuable auxiliary to newspaper advertising by some authorities, while others assert that bulletins—or "paint," as the medium

is technically known—really call for supplementary newspaper publicity, and decrease the cost of a campaign by making it possible to produce a given effect with less newspaper space. After a certain interest has been aroused by the condensed information spread by bulletins the rest of the story is told in the papers. These opposing views are questions for the doctors to settle among themselves. Each seems reasonable enough, and probably both are practical.

"It would not be wise to assert that the bulletin has no limitations—and it wouldn't be true," said O. J. Gude to a **PRINTERS' INK** reporter some time ago. "Paint acts as a schoolmaster to an audience that isn't interested, and doesn't really want to go to school. The advertiser on the bulletin boards cannot enter into arguments with this audience. It won't have time to read as it is whirled by on train or trolley. It won't stop to read when it walks. So we make a point of never putting onto a bulletin anything that requires the reader to give his attention, or to bring his mind to bear on a question. Paint works subconsciously. It imparts information imperceptibly. By and by the public knows something about 'Force' or the 'Robert Burns Cigar' without knowing how it knows. We can't tell any extended story, but we can associate a name or trademark with a commodity, and they will remain in association a long time. Paint would even harm some articles. With an expensive commodity purchased by the exclusive wealthy classes bulletins would produce just the opposite effect that they do on the masses. The classes like to decide things for themselves, take pride in being connoisseurs, resent suggestions or information that are at all common, take the untrodden path and the little known commodity. Besides, such articles do not have a wide enough sale to respond to paint. But paint helps the medium-priced popular article because it tells the masses how to

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DURING 1903

THE
CHICAGO TRIBUNE

CARRIED

NEARLY TWO MILLION

more agate lines of advertising than any
other morning and Sunday
paper in Chicago.

TRIBUNE, - 7,562,758 agate lines

Record-Herald, 5,583,580 " "

Inter Ocean, - 4,101,719 "

Chronicle, - - 2,494,445 " "

Examiner, - - 4,997,685 " "

buy, enables them to dictate their expenditures, gives them an assurance of quality backed by a responsible firm. The masses accept information from the boards, and the boards are close to them. A rich man doesn't want universal information about the things he eats, or wears, or smokes, or drinks. The average man and the poor man regard it as the proper thing to buy what everybody else buys, or knows from experience that an article heavily advertised is good. When it comes to whiskey, for instance, the masses put more faith in the advertising manufacturer than in the saloon's own bottling. It is the same with ginger snaps, milk biscuit, cigars and all the other medium-priced goods thus exploited. A strange fact in human nature, however, is that while paint will not sell individual commodities to the exclusive classes it is thoroughly successful as a means of advertising high-class stores like Vantine's."

The small advertiser is not a factor in bulletin publicity—at least, not in the sense that he is with newspapers, which not only undertake to make profitable a small merchant's few hundreds of dollars, but have something to offer the man who wants to spend twenty-five cents in seeking work. But on the boards of New York City are to be seen the announcements of advertisers who spend as many thousands yearly as the small merchants spend hundreds, and they make it pay. In certain instances, like that of R. A. Schoenburg & Co., electrical fitters, the boards have been used almost exclusively to build up a profitable business. Bulletins can be used to cover a retail store's neighborhood to good advantage, and are more sightly and durable than paper, as well as considerably less costly. Paint is also used extensively nowadays by the New York theatres, as the long runs of plays make this form of publicity feasible.

The vast amount of space controlled by the O. J. Gude Co. has all been obtained in open competition and represents the working

of a highly organized force. Until very recently the company had never employed a solicitor to sell space to advertisers, as new accessions were immediately disposed of on existing contracts and there was not enough space to fill demands. The building boom now prevailing in New York has made available a great deal of new space, while better methods of utilizing locations have been devised. A large force of solicitors is constantly employed in seeking new locations, however. Space to be uncovered by destruction of buildings is often bought months in advance. The prices paid for Broadway locations are in the thousands of dollars for very short periods, but the steady demand for such spaces indicates the effectiveness of this general publicity. Good prices are sometimes paid for locations not on main traveled thoroughfares, but there is naturally a wide discrepancy between the yearly rental of a wall in Harlem and one on Madison Square. In some instances the firm's solicitors ardently seek the property owner or agent, while in other cases the property owner becomes a pest to the solicitor, under the impression that his wall or chimney is valuable, though it may be quite worthless for advertising purposes, regardless of price. Newspaper stories about the prices paid for Broadway locations have created an impression that every bit of exposed building surface is priceless. One of the ways in which an old building can be used is that of covering it completely with a frame bulletin board, the tenants moving out and the advertising privilege bringing more profit than rents. There are several other concerns in the field, while independent advertisers are at liberty to seek their own locations and paint their own bulletins. All the Omega Oil bulletins in New York City are controlled by that company. The Gude Co. has the city divided into districts, each under the charge of a district foreman, and bulletins are taken care of by men who know the district thoroughly. A similar method is

followed in securing new locations. The firm, by its organization, has become the largest in the country.

Remarkable developments have been made in the technical work of painting bulletins. Not all are beautiful, perhaps, but certainly the greater number are striking and novel. The actual painting is done very quickly. For each advertisement a small model picture is first drawn. This model is divided into squares according to a certain scale, and the wall, after being given a priming coat, is also divided into large squares measuring fifteen feet. Each square is then painted according to the model. Where fine work is called for, as with features, hands or small details in a portrait, the fifteen-foot squares are divided into smaller ones. This principle is well known to anybody who has taken first lessons in drawing. The average length of time a wall is exposed to view when the building next to it has been torn down to make way for a new structure is said to be four months. Ten and twelve-story bulletins have become somewhat common in New York the past year or two. Their dimensions are always prodigious, however. An eleven-story Wilson Whiskey bulletin on Broadway last winter had a siphon bottle two stories high, a whiskey bottle forty-eight feet high and a glass one story high. The head of the "highball man" was larger than that of the Statue of Liberty.

WHY SOME PEOPLE DON'T BOTHER WITH ADVERTISING.

It is always noticeable that when a man doesn't have life enough to do a thing he makes the excuse that it wouldn't pay, that there is no use bothering with it. It is always a great deal easier to tell why you don't believe it will pay to do a thing than it is to go ahead and do it.—*Michigan Tradesman.*

An advertisement should be just long enough to cover the idea you wish to impress upon your readers and no longer. When it is spun out too long it becomes too thin to warm the desire you seek to inspire. When it is cut too short it leaves people to guess at what you mean, and when it comes to guessing they're almost sure to guess against your interests.—*Jed Scarborough.*

IF YOUR SALES WERE DOUBLED TO-MORROW—

How much lower would your ratio of expense be? Figure that question out and it may show you how the department store can undersell its rivals and still make more money than they do. If crowds of buyers forced you to do so you would skirmish around and find a lot of room that now goes to waste. If the growth kept up you would soon need more room. But it is certain you would not need twice as much as you now have. Your time would cost you no more. Doubtless you would need some extra help, but not twice as much as you now have. Advertising, heat, light, taxes and investment would all increase some, but not one of them would double or anything like it. If you are satisfied that you could double your present business for less than double the expense, it necessarily follows that you could safely lessen your selling prices without paring your net profit. That is all there is to the department store problem that worries so many people. There is not a particle of mystery about it. Many lines under one roof mean a smaller record of expense. Each new line cuts the ratio down still lower. As expense comes down prices can be cut under the point to which one-line houses dare descend. Lower selling prices mean an ever-growing business. More business helps to lower prices and lower prices help to more business. Have you added a new line lately? It is one of our notions that no retailer lives up to his opportunities who does not keep on the lookout all the time for new lines to add. Because you cannot handle twenty lines under one roof is no reason why you should not handle two or four or six. To-day's big stores were once small ones and most of them started with but a single line.—*Folder from Butler Brothers, Chicago.*

LINCOLN FREIE PRESSE

LINCOLN, NEB.
(GERMAN WEEKLY.)

Actual Average Circulation **145,448**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.



Clever Idea for Sale

I have an unusually clever mail-order idea that brought a clear profit of \$331 in just three weeks on an investment of \$50. Can be worked on smaller or larger scale, and will yield proportionate returns. I have been in the mail-order and scheme business for ten years, and this is the cleverest thing of my experience. Can be made a permanent business if desired. Exceptionally clean, legitimate, honorable, and does not require any special ability. The field is large and practically unlimited, and I will send the details of this splendid opportunity for \$5. Positively no misrepresentation. I have nothing else to sell. V. H. RAINBOLT, Box 80, Bloomfield, Ind.

WITH ENGLISH ADVERTISERS.

By T. Russell.

One of the characteristics of advertising has been lately rather amusingly illustrated. It may be taken as an indisputable fact that any statement which is frequently repeated, even with contradiction, is much more likely to be generally accepted as true than if it had been left alone. This fact lies at the bottom of the objection entertained by all experienced advertisers against open attack upon competitors. The moment you mention or hint at a competitor you advertise him. The more you ignore him the less he is likely to be formidable. Silence is by far the strongest weapon.

* * *

Very well. Now perceive the application. As every reader of PRINTERS' INK knows, Mr. Joseph Chamberlain has lately made propositions for the imposition of a tariff on imported goods in this country, including food. With the merits of this proposition I have nothing to do here, and I do not propose to state my own view of the matter, though I hold a pretty strong one, and may at some future time feel called upon to discuss the advertising application of it. I am now concerned with a piece of tactics adopted by one of the supporters of Mr. Chamberlain, as illustrating the maxim of advertisement-lore above referred to. In the *Daily Express* of London, which supports Mr. Chamberlain, and is owned by Mr. Cyril Arthur Pearson, in some respects a very able advertiser, a flagrant breach of this maxim has lately been committed. As soon as Mr. Chamberlain admitted that it would be impossible to put a tariff on the imports of Great Britain without taxing, among other things, food, the adversaries of his policy began to warn the electors: "Mind, if you allow this *your food will cost you more*." For some reason this argument greatly exasperated Mr. Pearson or his editor, and the *Express* began a very persistent attack upon it. Day after day it was re-

verted to, in prose and verse. And eventually a rather ingenious scheme was promulgated. Mr. Pearson offered a prize of \$125 for "the parrot which can repeat with the greatest distinctness the ridiculous phrase, 'Your food will cost you more.'" I do not know whether this offer was seriously made, or whether it was a mere joke. I do not know whether the prize has ever been awarded, nor do these things matter. The point is that the offer, whether seriously meant or merely jocular, was reported and commented upon in all the other papers, which was no doubt very good advertising for the *Express*, but it was uncommonly bad advertising for Mr. Pearson's political friends. For the phrase, "Your food will cost you more," has got into every one's mouth. It is heard in the street, the club, the railway train, the home, on the stage, and from the pulpit (I dare say), and the whole land rings with it. It was a pretty formidable argument in the first instance; but it is an established axiom now, and if, as recent by-elections seem to show, the feeling of the country is against Mr. Chamberlain, he will have a very great deal to charge Mr. Pearson with, for it is Mr. Pearson who has impressed upon every one's mind that "Your food will cost you more." The arguments against it are forgotten, just like the arguments of a combative advertiser against his rival; but the phrase itself has stuck. This is one more lesson for advertisers.

* * *

A good deal of attention was excited, and a good deal of free advertising—chiefly jocular—obtained, by the termination of the installment system offer, in the name of the *Times*, on the Encyclopædia Britannica. Up to December 19th you could have the Encyclopædia on monthly payments for about half what you would be called upon to pay in spot cash after that date. A scheme worked by the people behind this enterprise on the last day is worthy of record, on account of

its daring. They have always had one of the most perfect keying systems in the world and of course there were on record thousands of names of people who had applied for particulars of the Encyclopædia offer and never gone any further. On December 19th they sent telegrams to 150,000 of these names, reminding the inquirers that the opportunity was about to vanish—now or never was the time; and I am told that in spite of the great expense of the operation it paid well. One curious incident occurred in this connection. A man wrote to the *Daily News* to complain that a telegram arrived at his house addressed to a former tenant who had removed. Thinking that it might be of importance, the conscientious householder hied him to the city, sought out his late tenant's office, found that the latter had gone home, followed him there, to the other extremity of London, and delivered the feverish telegram. On being opened, it proved to be a recommendation to purchase the Encyclopædia Britannica ere it was too late. I think this man had a just grievance against the promoters of the Encyclopædia offer. It would be interesting to know whether they compensated him, as they were of course not legally bound to do, though I think there was a strong moral claim.

* * *

In a court of law the other day a plaintiff sought to recover compensation for having been induced to purchase certain furniture, valued at about \$2,300, by false representations embodied in an advertisement. Counsel read the advertisement, offering an actress's houseful of furniture at half cost, as she was going abroad. In another case the dealer had been more specific. The goods were the property of a gentleman who was going to Johannesburg, and who offered his furniture for \$500. Only a few months before (according to the advertisement) it had cost \$1,250. Defendant admitted that these statements were false. There was no actress. There was no gentleman going to Johannes-

burg. "A very ordinary trade advertisement," said the defendant.

* * *

This answer provoked a striking comment from the bench. I report the colloquy between the Judge and the defendant.

Mr. Justice Darling—I won't allow you to say that. All trades do not advertise on those lines. Is it true or untrue?

Witness—It was some of our own stock.

* * *

In summing up the case to the jury the learned Judge commented severely both upon the false pretenses employed in this particular case and upon the witness's disingenuous plea that general advertising partook of this discreditable character, and the jury found unhesitatingly for the plaintiff. I think this case important on account of the spirited protest of the Judge and his defense of advertisers as a class. Mr. Justice Darling is a man of the world—which some judges are not—and he had the sense to know that advertising based upon fraud or on false allegations is not, and could not be, anything but the exception to an honorable rule.

We regard the American Newspaper Directory by all odds the most complete and reliable guide that the advertiser can make use of; in fact, we use no other.—

R. V. Pierce, President World's Dispensary Medical Association, Buffalo, N. Y.

A REVIEW OF THE ADVERTISING PAGES OF THE JANUARY MAGAZINES

I have been greatly impressed in looking through the advertising pages of the leading magazines for January, and comparing them with those which appeared in the same publications ten years ago. One has to do no more than this to realize the remarkable advance in the quality of and the phenomenal increase in the quantity of American advertising.

There are many new faces scattered among those dear old familiars—Pears Soap, Ivory Soap, Mellin's Food, Packer's Tar Soap and others—which are strong and vigorous and bear all the characteristics of success. They tell the story of the growth of diversified industries and the general prosperity of the commercial world as nothing else would.

Among the many striking ones it is difficult for even a conservative judge to render a decision as to which is the best business bringing advertisement. Indeed it is doubtful if any decision one or a dozen men might arrive at would be agreed to by the next man or the next dozen selected to sit in judgment. There are, however, certain ones which, judged solely as creators of actual sales, are unquestionably as near perfection as art and literary phrasing can make them. Specially noticeable in this class are the full-page advertisements of Libby's Veal Loaf, Elgin Watch, Ivory Soap, Schlitz Beer, Karo Corn Syrup, the Prudential Insurance Co., and Mellin's Food. The full page occupied by Van Camp Packing Co. is striking in design, but lamentably weak in matter and ineffective in consequence. The same may be said of the advertisement of the Edison Phonograph, Weber's Pianos, Peerless Motor Cars and several other full pages. Too much thought has been given to the picture and too little to the text.

Several of the most effective pages, notably those of the Postum Cereal Company, Armour & Co., Tiffany & Co., and N. & G. Taylor Co., rely wholly on type matter, without the usual illustration which almost every advertiser and agent considers a *sine qua non* of a striking page. I recall in this connection the remarks of a member of the Sphinx Club a year or so ago that he believed advertising to be over-illustrated. It is unquestionably true that many advertisers attach so much importance to the illustration that they allow it to so far dominate the argument as to cripple its effectiveness, but certainly the preponderance of good judgment is still in favor of the illustration, which, if well, or very badly, done, is what arrests the attention of the reader. It is the mediocre illustration, or the one which lacks direct connection with the thing advertised, which fails in its purpose. One has but to note the art monstrosity illustrating a Mexican and woman astride an eagle in the advertisement of the M., K. & T. Ry. and compare it with the artistic advertisements of the A., T. & S. F. and several other railroad and steamship companies to see the force of this criticism.

The advertisement of the Seaboard Air Line is a bold innovation in that it shows nothing but the name of its crack train, and a coupon ticket, but the latter tells the story so completely that it forms a particularly strong advertisement and one likely to leave a lasting impression, especially as the first coupon, beginning at the North, is enveloped in snow and the last one reposes "under the shade of the sheltering palm."

It is a source of surprise that more advertisers, in view of the poor printing of the majority of magazines, cling with such persistency to the half-tone instead of

using the combination wash and line or all line work. Note, as illustrating this, the clean cut, effective illustration of the man and woman leaning on the steamer's rail of the United Fruit Company's advertisement and the poor half-tone effect produced in the Hotel Chamberlin advertisement, each occupying a page in several magazines.

There is seldom seen a more pronounced illustration of a remarkably good advertisement and an unusually bad one, both on the same page, than appears on page 38 of *Scribner's* for January. The Pearline advertisement is excellent in picture and text and the striking line carries enough argument in itself to pay for the space. The Iver Johnson advertisement, occupying equal space, is a hodge-podge of poor illustration and scattered sen-

tences. This is a day of fierce trade competition, and the dominant note is heard in the many full pages. A half-page advertisement must be remarkably well done to attract attention among the great number of striking full pages. If this is true about the half pages what about the quarter pages and smaller ones? And yet many great commercial successes are being made by those who use little space—but that little must be well filled. If it is, it will not be long until the advertiser may profitably use larger space and eventually full pages.

THE CRITIC.

THE ONLY ONE IN CAIRO.

Office of
THE EVENING CITIZEN.
THE WEEKLY CITIZEN.

CAIRO, ILL., Jan. 9, 1904.

Editor of PRINTERS' INK:

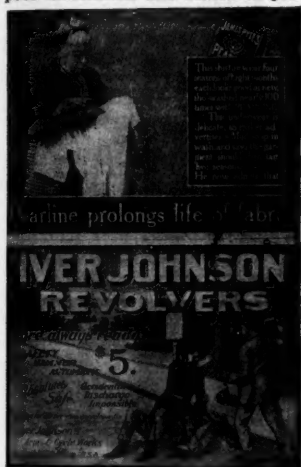
Your issue of January 6th received containing notice of the circulation of the newspapers of Cairo. You quote from the 1903 issue of the American Newspaper Directory and state that of the four daily and four weekly papers published here all have a JKL rating except the weekly edition of the *Citizen*. Had you waited until the 1904 issue of the Directory perhaps you would have modified your statement. The *Evening Citizen* has a sworn average circulation for 1903 of 818, according to a statement in the hands of the publisher of the American Newspaper Directory. The average circulation of the *Evening Citizen* for the past three months is 950 copies. We are so near the 1,000 mark that we believe we should have credit for more than a JKL rating and we expect to pass that mark during 1904. So far as the *Bulletin* is concerned, with its \$25,000 investment in linotypes, a perfecting press and an Associated Press franchise, during a period of five months they have failed to secure for that paper any out-of-town circulation worthy of mention.

We enclose statement of our circulation for December, 1903, which shows the average number of papers printed by the *Citizen* daily was 943 and weekly 1,125.

We trust that you will give this the same publicity that you have the other statement, inasmuch as the *Citizen* is the only paper in Cairo that is willing to give its circulation and the only one having a place in the Roll of Honor.

Respectfully, JOHN C. FISHER.

WHEN you put up a good argument for your goods, let the reader or the hearer draw his own conclusions. When you have made the point obvious without directly mentioning it, you have done enough; to say more would be an insult to the reader's intelligence.—*Jed Scarborough.*



tences. The former disgusts and the latter make no impression.

What may be done in advertising even so forbidding an object as a revolver was shown by the Smith & Wesson people last year in their splendid line of pages illustrated by Frederick Remington, Dan Smith, Peters and other prominent artists.

If there is any one thing impressed upon the mind in a study of the advertising pages of the January magazines, it is the fact

IN THE MAIL ORDER FIELD.

Hereafter the *Magazine of Mysteries*, New York, will not accept advertisements in which the word "Free" is displayed unless the announcement really offers something without cost, as a catalogue, booklet or samples. For some time this word has been used as a catchline by what are known as "trust" advertisers in the mail order field—firms that give some such desirable article as a boy's watch or a fine doll to the youngsters who sell a certain number of cans of baking powder or cakes of bluing. "Trust" schemes run through many variations, and have proved immensely successful, chiefly because they give people of small means the opportunity to secure useful articles by a little canvassing in their own neighborhood. Perhaps the word "Free" has done much to build up "trust" schemes, which, despite this ominous name, are entirely honest and legitimate. Anything that the average reader of a mail order paper does not have to pay cash for is free in his eyes, as his time is worth little. The *Magazine of Mysteries*, which stands for honesty and cleanliness more than most journals in this field, will now accept only ads which use the words "Easily Earned" or "Help Wanted" in such ads. No misleading advertisements of any kind are accepted by the publishers, and the journal has never published curative medicine advertising. Such a change, seemingly insignificant, represents real loss to the publisher through lost advertising. To carry it out may make for improvement in the general level of advertising.

Mail order advertising to be successful must be based upon some attractive scheme or idea, apparently. The "trust" idea came to the surface some years ago and was immediately pounced upon by the public. Nobody seems to know who originated it. In the earlier days of its existence the "trust" concerns lost a good many hard dollars through dishonest persons or irresponsible youngsters, for the whole plan depends upon trusting

the inquirer with the goods that are to be sold to pay for the "free" premium. With experience, however, and the development of follow-up letters that scare delinquents, this percentage of loss has been greatly reduced. The most valuable man in a "trust" concern is he who reads the mail. Intuition and knowledge of human nature reveal to him the inquirer who is dishonest.

* * *

Perhaps the word "Free" in its many variations is the most productive single word in the English language so far as mail order advertising is concerned. Its potency with the public is as great to-day as in the times of the South Sea Bubble. It might have been invented yesterday. In the better class of mail order journals advertisers sometimes avoid stereotyped words of this nature, but in the vast majority of cases they are used as a language that the reader comprehends. Experienced mail order advertisers have almost a superstitious dread of altering a successful pulling ad. They say that nine times in ten the actual inquiries are brought by a single phrase in the ad—not by its whole context. The descriptive matter is all helpful and necessary in setting before the reader the proposition, but the magic phrase somewhere in the ad is what convinces him. "Are they honest? Are their goods worth the money?" These questions inevitably rise in the reader's mind if he reads the ad as a possible purchaser. Then the magic phrase catches the eye, and he is reassured, "Why, yes, they must be all right, for they say so and so." Magic phrases when found are therefore precious. They are secured only after costly experiments with phrases that proved worthless in actual advertising. When a successful idea like the "trust" scheme is evolved hundreds of mail order advertisers copy it and adhere to the form of its advertising religiously, so that the ads in a mail order paper bear a strange resemblance. The cheaper the media used the more advisable to

cling to stereotyped advertising language.

Next to the word "Free" the phrase that has been most productive is the well-known "Send no money." This was first employed by Sears, Roebuck & Co., the Chicago mail order house, it is said, and quickly taken up by other advertisers. Some prefer to use the negative form, "Don't send any money," but the positive form is favored by mail order men of experience on the theory that a positive statement is always stronger than a negative one. Mail order advertising is all positive. It not only makes vigorous statements, but repeats and varies them, asks the reader if he doesn't think this is the greatest offer he ever heard of and then, in the next sentence, tells him that he does. Mail order advertising is, in fact, a good deal like oratory. It sets out to convince the reader and accomplishes the purpose by supplying not only the facts in the case, but a set of reasonable doubts that he may apply in testing these facts, and another set of answers to these doubts. Furthermore, it is imaginative. If the "trust" scheme offers a woman a fur coat for selling three dozen cans of baking powder, the ad not only describes the coat, but tells the woman how it will feel when she has it on, and how much better she will look in it than in any coat she could buy for money. By persuading her that she is a saleswoman, too, the ad gives her the gumption to sell the baking powder. So a mail order ad is really complex, and difficult to write, however simple or childish it may look to the sophisticated. When a good one is secured it must be cherished like a little tin god. Often a single forceful ad may be used without change for five years, and will be the instrument for making hundreds of thousands of dollars. It is said that a Chicago concern began advertising some years ago, using the word "Free" exclusively as an eye-catcher, and as the basis for their merchandising scheme. In the be-

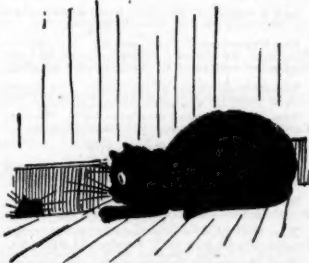
ginning they occupied two small offices. To-day they occupy six floors in a large building.

One of the difficulties of the mail order business is that of realizing the face value of stamps sent for small articles through the mails. Recently there has appeared in mail order papers a new variety of ad that offers the reader an inducement for sending postal orders or currency. If the article featured is priced at say thirty-five cents, it is stipulated that the sum be sent in silver, and an afterword states that "If stamps are sent the price is forty cents." This plan appears to have merits, and may be the means of abating a large annual loss sustained by mail order firms who must sell postage stamps at a discount.

PUT IT IN THE PACKAGE.

We have only to watch the work of the salesmen in the average store to see that they never think of putting advertising matter into the packages. Go into a clothing store. You will find that in some corner have been piled up a lot of booklets, folders, etc., advertising various brands of shirts, collars, hats, ties, and you will also observe that in some prominent place the name of the store has been printed. In nine cases out of ten this advertising matter is gotten up in good shape and if circulated properly would be the means of greatly increasing the trade of the institution; but you will notice that the clerks do not put any of this literature in packages. It is evident that they and the proprietor have never given the proposition a thought. I asked a salesman once why he didn't send out this advertising matter that was accumulating in his department and he replied that if people wanted it they could take it.—*Michigan Tradesman.*

WALL STREET EXPRESSION ILLUSTRATED.



NOTHING DOING.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (G. O.), the so-called gold marks, denoting superior excellence in quality of circulation. **EF** Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1902, 1,159. Weekly, 2,000, guaranteed (33). First six months, 1903, daily 1,555 guaranteed. Largest daily and weekly circulation in Anniston district. Weekly edition: *The Republic*.

Birmingham, Birmingham News. Daily average for 1902, 12,458 (34); first seven months 1903, 17,593; July, 1903, 20,153; guaranteed.

Birmingham, Ledger. dy. Average for 1902, 15,950 (34). Av. for Aug., 1903, 17,593, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,890 (20), weekly 12,841, Sunday 14,625 (46).

ARIZONA.

Bisbee, Review. daily. W. B. Kelley, pub. In 1903 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1902, 5,820 (47). Logan & Cote Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times. daily. In 1902 no issue less than 1,000 (53). Actual average for August, September, October, 1903, 2,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1902, 10,000.

CALIFORNIA.

Fresno, Morning Republican. daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune. daily. Average for 1902, 9,952 (78). Tribune Publishing Company.

San Diego, San Diegoan Sun. Daily average for 1902, 2,722 (80). W. H. Porterfield, pub.

San Francisco, Argonaut. weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Francisco, Call. d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,225, S'y 71,584 (80). September, 1903, daily 61,062, Sunday 82,698.

San Jose, Evening Herald. daily. The Herald Co. Average for year end, Aug. 1902, 2,597 (86).

San Jose, Morning Mercury. daily. Mercury Publishing Co. Average for 1902, 6,266 (86).

CONNECTICUT.

Hartford, Times. daily. Average for 1902, 16,173 (111). Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Republic'n Pub. Co. Dy. av. for 1902, 7,337 (112).

New Haven, Evening Register. daily. Actual av. for 1903, 12,571 (*); Sunday, 11,292 (*).

New Haven, Palladium. daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1902, d'y 15,831, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

New London, Day. ev'g. Av. 1903, 5,618 (*) (115). Average gain in past year. 415.

Newrich, Bulletin. daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). Actual average for 1903, 4,988 (*).

Waterbury, Republican. Daily average 1902, 5,846 (*). La Cote & Maxwell, Spec. Agts, N. Y.

COLORADO.

Denver, Post. daily. Post Printing and Publishing Co. Average for 1902, 22,171 (97). Average for December, 1903, 44,416. Gain, 9,258.

EF The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



DELAWARE.

Wilmington, Morning News. daily. News Publishing Co., pubrs. Av. for 1902, 10,544 (*).

DISTRICT OF COLUMBIA.

Washington Ev. Star. daily. Ev. Star Newspaper Co. Average for 1902, 22,748 (20) (122).

National Tribune. weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. Smith & Thompson, Rep. N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis. daily. Av. 1902, 7,015 (126). Average for 6 months, 1903, 8,229.

Pensacola, Journal. daily, every morning except Monday. Average for 1902, 2,441 (131).

Tampa, Morning Tribune. daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).

GEORGIA.

Atlanta, Journal. dy. Av. 1902, 27,828. Semi-wy, 24,165 (135). Present average, 29,584.

Atlanta, News. Actual daily average, 1902, 20,104 (*). Av. December, 1903, 23,720.

Atlanta, Southern Cultivator. agriculture, semi-mo. Actual average for 1902, 20,125 (*).

Lafayette, Walker Co. Messenger. weekly. N. C. Napier, Jr., pub. Av. for 1902, 1,590 (144).

A Roll of Honor—Continued.

IDAHO.

Boise, Capital News, dy. and wy. Capital News Ptg. Co., pub. Av. 1902, dy., 2,512, wy. 2,405 (151). Av. 1st 6 mos., 1903, dy. 2,800, wy. 2,279.

ILLINOIS.

Chicago, Citizen, weekly. Year ending December, 1902, actual average, 1,110 (*); Oct., 1903, 1,100. Daily, average 1903, 818 (*).

Champaign, News. In 1903 no issue less than 1,100 daily and 5,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,033 (176).

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,435 (167).

Chicago, Bakers' Helper, monthly. H. R. Cissold. Average for 1902, 4,175 (*) (200).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Actual average for 1903, 67,880 (*).

Chicago, Dental Digest, mo. D. H. Crouse. Actual average for 1902, 6,585 (179). Average for first nine months 1903, 7,000.

Chicago, Grain Dealers Journal, a. mo. Grain Dealers Company. Av. for 1902, 4,416 (200) (175).

Chicago, Home Defender, mo. T. G. Mauritsen. Act. av. 1902, 5,409. Last 5 mos. 1903, 5,400.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181). Average ten months 1903, 22,100.

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year ending July, 1902, 2,066 (183).

Chicago, National Harness Review, mo. Av. for 1902, 5,291 (183). First 5 mos. 1903, 6,250.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1902, daily 158,424, Sunday 171,816 (166).

Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1902, 7A (200) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1903, 14,525.

Evanston, Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Kewanee, Star-Courier Average for 1902, daily 2,410, weekly 1,522 (203). Average guaranteed circulation daily for August, 1903, 2,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 22,742 (219).

Rockford, Register Gazette. Dy. av. for 1902, 5,554, s.-wy. 7,052 (223). Shannon, 160 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540 (*).

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,912 (244). Sworn av. '03, 12,613. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N.Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,155 (250).

Lafayette, Morning Journal, daily. Actual average 1902, 4,002 (*); December, 1903, 4,444.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 3,757 (257). For 1903, 5,295 (*). December, 1903, 5,675.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,555. (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (263).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

Richmond, Evening Item. Sworn dy. av. for 1902, 3,124. Same for August, 1903, 3,237.

South Bend, Tribune. Sworn daily average 1902, 4,861 (267). Sworn av. for Nov., 6,308.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (232).

Burlington, Gazette, daily. Thos. Stivers, pub. Average first nine months 1903, 5,756.

Burlington, Hawk-Eye, daily. J. L. Walte. Av. for 1902, 6,218 (255). June 30, 1903, 7,018.

Davenport, Times. Dy. av. 1902, 6,852, s.-wy. 1,527 (292). Dy. av. October, 1903, 8,526. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (293). Average for December, 1903, 31,250.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines, News, daily. Aver. 1902, 27,118 (293). For 9 mos. 1903, aver., sworn, 41,371 net.

Des Moines, Spirit of the West, wy. Horses and live stock. Average for 1902, 6,095 (294).

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average January, 1903, 20,605 (294).

Dubuque, Catholic Tribune, weekly. Catholic Printing Co., pub. Actual average 1902, 4,501.

Muscatine, Journal, dy. av. 1902, 8,712, s.-wy. 2,711 (315). Dy. av. 1st 6 months 1903, 4,188.

Ottumwa, Courier. Dy. av. '02 4,491, s.-wy. 6,984 (319). 1st 6 mos. 1903, dy. 4,577, s.-wy. 7,291.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,631 (323).

Sioux City, Journal. Dy. av. for first 5 mos. of 1903 (sworn) 19,312, dy. av. for Aug. 19,698. Records always open. The undisputed leader in its big, virgin field. 1902 average 16,965 (324).

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove \$200 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,309 (335).

Hutchinson, News, d'y and w'y. W'y, during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 3,116 (332).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (344). Beckwith, N.Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,243 (363).

Lexington, Leader. Av. for 1902, d'y 3,788, w'y 2,806, S'y 4,008 (373). E. Katz, S.A., N.Y.

A Roll of Honor—Continued.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, **\$6,895** (374).

Paduash, Sun, daily. Sun Publishing Co. Daily average for November, 1902, **\$2,320**.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for December, 1902, **\$1,166**. Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr, wy. In 1902 no issue less than **\$,000** (387).

The Southern Buck, official organ of Elkaom in Louisiana and Mississippi. Av. '02, **\$,566** (386).

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1902, **\$,974,766** (391).

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, **\$,719**, w'y **\$,156** (391).

Bangor, Commercial. Average for 1902, daily **\$,846**, weekly **\$9,012** (390).

Lewiston, Evening Journal, daily. Average for 1902, **\$,640** (39), weekly **\$,255** (39) (396).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, **\$,416** (397).

Portland, Evening Express. Average for 1902, daily **\$1,181**, Sunday Telegram **\$,666** (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, **\$1,555** (400). For December, 1902, **\$4,408**.

MASSACHUSETTS.

Boston, Evening Transcript (39) (412) Boston's ten table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, **\$19,579**; Sunday, **\$76,296** (412-413). Average for 1902, dy, **\$19,554**, Sy, **\$97,224**. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, **\$1,580** (420).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (39)

Boston, Post, dy. Average for 1902, **\$14,175** (415). Av. for Oct., 1902, dy, **\$18,504**, Sy, **\$172,006**. Largest p. m. or a. m. sale in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1902, **\$7,559**. In 1902, **\$6,666** (38). October, November, December, 1902, **\$7,558**.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1902, **\$6,541** (426).

Gloucester, Daily Times. Average for 1902, **\$,247** (427). First seven months 1902, **\$,629**.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, **\$,701** (428).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, **\$5,350** (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, **\$10,646** (436). For year end, Dec., 1902, **\$13,992**. All advertisements guaranteed.

Springfield, Republican (435). Aver. 1902, dy, **\$1,406** (39), Sunday **\$2,948** (39), wy, **\$,417**.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, **\$6,556** (439).

Worcester, L'Opinion Publique, French, dy. Act. av. Sept., 1902, **\$,246** (38); Oct., **\$,970** (38).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, **\$1,270** (440). Av. first 9 mths. in 1902, **\$,659**.

Detroit, Free Press. Average for 1902, daily **\$1,952**, Sunday **\$1,260** (436).

Detroit, Times, daily. Detroit Times Co. Average for 1902, **\$7,657** (450).

Grand Rapids, Evening Press, dy. Average for 1902, **\$3,216** (456). Fir 12 mos., 1902, **\$6,181**.

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, **\$2,156** (456). Only morning and only Sunday paper in its field.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, **\$,887** (461). Average for first six months 1902, **\$,628**.

Jackson, Press and Patriot. Daily average 1902, **\$,082** (461); for December, 1902, **\$,073**.

Kalamazoo, Gazette-News, 1902, daily, \$,671 (38). Guarantees 3,000 more subscribers than any other daily paper published in the city. Av. 3 mo's to Jan. 1, **\$,276**.

Kalamazoo, Telegraph. '02, dy, **\$,408**, a-wkly, **\$,579** (462). To Oct. 1, '02, d. **\$,424**, a-w. **\$,414**.

Saginaw, Evening News, daily. Average for 1902, **\$,545** (473). December, 1902, daily **\$1,212**.

Sarnac, Advertiser, weekly. H. T. Johnson. No issue in 1902 less than **\$,000** (474).

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1902, **\$2,854** (38) (400). Actual average January, 1904, **\$8,500**.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, **\$4,714** (406).

Minneapolis, Journal, daily. Journal Printing Co. The Minneapolis Journal's circulation for December averaged 61,005 copies, which goes directly to the homes, consequently the BEST advertising medium in the Northwest.

Minneapolis, N. W. Agriculturist, s.-mo. Feb. '02, **\$7,165** (408). **\$5,000** guar'd. sec. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, **\$,200** (407).

Minneapolis, Svenska Amerikaniska Posten. S. J. Turnblad, pub. 1902, **\$7,075** (497).

Minneapolis, The Housekeeper; household monthly. Actual average 1902, **\$26,250** (38).

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, **\$6,872** (406); Sunday, **\$6,850**. For 1902, daily average, **\$2,832**; Sunday, **\$1,074**. Daily average, last quarter of 1903, was **\$7,129**; Sunday, **\$2,924**.

The only Minneapolis daily listed in Rowell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by Rowell's American Newspaper Directory. Advertisements go in both morning and evening editions for one price.

Owatonna, Chronicle, semi-w'y. Av. for 1902, **\$,896** (38). Owatonna's leading newspaper.

St. Paul, Dispatch, dy. Aver. 1902, **\$9,052** (506). Present aver. **\$5,151**. ST. PAUL'S LEADING NEWSPAPER.

St. Paul, Globe, daily. Globe Co. publishers. Actual average for 1902, **\$2,525** (505). First 9 mos. 1902, **\$1,529**.

St. Paul, News, dy. Aver. 1902, **\$6,619** (500). First 9 mos. 1902, **\$6,000** average **\$4,981** net.

St. Paul, Pioneer-Press. Daily average for 1902 **\$4,151**, Sunday **\$6,986** (506).



A Roll of Honor—Continued.

St. Paul. The Farmer, agri., s.-mo. Est. 1882. Sub. 90c. Prof. Th. Shaw, ed. Act. av. year end. Feb. '03, 67,575 (507). Act. present av. 80,000.

St. Paul. The Jolly Elk, mo. Av. 1902, 8,891 (367). Last six months 1903, sworn to, 8,889.

Winona. Republican and Herald, daily. Average 1902, 8,202 (512). Av. past 6 months, 4,109.

Westlicher Herald. Av. 1903, 22,519 (3); Sonntags Winona, 22,111 (3); Volkabl. des Westens, 26,045 (3).

MISSISSIPPI.

Vicksburg. American, daily. In 1902, no issue less than 1,550 (523). In 1903, 1,900 copies.

MISSOURI.

Joplin. Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City. Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City. Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City. World, daily. Av. 1902, 62,978 (542). First 9 mos. 1903, aver., sworn, 61,452.

Mexico. American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,822 (540). Actual aver. May, June, July, 1903, 15,667.

St. Joseph. Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (507).

St. Joseph. News and Press. Daily aver. for 1902, 50,418 (3). Last 3 mos. 1903, 55,065.

St. Joseph. 300 S. 7th St. Western Fruit Grower, mly. Av. for 1902, 28,287 (557). Rate 15c per line. Circulation 50,000 copies guarant'd.

St. Louis. Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 27,950.

National Farmer and Stock Grower. mo. Av. 9 mos. end. Oct., '03, 105,500. 1902, 68,558 (563).

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,558. Actual proven average for first 9 mos. in 1903, 1,115,746. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda. Standard. Daily average for 1902 11,264 (572). MONTANA'S BEST NEWSPAPER.

Butte. Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena. Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly (500). Av. for year end. April 30, 1903, 144,554.

Lincoln. Freie Presse, weekly (500). Average for year ending April 30, 1903, 144,554.

Lincoln. Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 5,160.

Lincoln. Western Medical Review, mo. Av. yr. ndg. May, 1903, 1,800. In 1902, 1,660 (591).

Omaha. Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1902, 28,478 (594).

Omaha. News, daily. Av. for 1902, 23,777 (594). First 9 mos. 1903, sworn aver. 40,055.

NEW HAMPSHIRE.

Franklin Falls. Journal-Transcript, weekly. Towne & Robie. In 1902, no issue less than 2,400.

Manchester. News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stuart, N. Y. Rep., 150 Nassau St.

NEW JERSEY.

Asbury Park. Press, dy. J. L. Kinmonth, pub. Actual average 1903, 3,729 (3). In 1902, 2,556.

Camden. Daily Courier. Est. 1878. Net average circulation for year end. Oct., '03, 6,855 (3).

Camden. Post-Telegram. Actual daily average 1902, 5,324.

Elizabeth. Evening Times. Sworn aver. 1902, 3,885 (616). 6 mos. 1903, 4,325.

Elmer. Times, weekly. S. P. Foster. Average for 1902, 2,055, (616).

Hoboken. Observer, daily. Actual average 1902, 18,997 (619). Sept., 1903, 23,751.

Jersey City. Evening Journal, dy. Av. for 1903 19,012 (3). Last 3 months 1903, 20,659.

Jersey City. Sunshine, mo. J. W. Floridy. Av. for year ending Jan., 1903, 24,500 (459).

Newark. Evening News. Evening News Pub. Co. Av. for 1903, dy 55,596 (3). Sy 15,915 (631).

Newmarket. Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (625).

Red Bank. Register, weekly. Est. 1878. John H. Cook. Actual average 1902, 2,857 (636).

NEW YORK.

Albany. Journal, evening. Journal Co. Average three months to October 1, 1903, 17,521.

Albany. Times-Union, every evening. Establ. 1856. Average for 1902, 28,294 (630).

Binghamton. Evening Herald, daily. Evening Herald Co. Average for 1902, 10,391 (633).

Buffalo. Courier, morning; Enquirer, evening. W. J. Connors. Average for 1902, morning 48,813, evening 50,491 (641).

Buffalo. Evening News. Dy. av. 1902, 74,224 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Catskill. Recorder, weekly. Harry Hall, editor. 1903 av., 3,408 (3). Av. last 3 mo's, 3,484.

Corning. Evening Leader, daily. Average for 1902, 4,064 (647). For year 1903, 5,042 (3).

Cortland. Democrat, weekly. F. C. Parsons. Actual average for 1902, 2,228 (647).

Elmira. Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 150 Nassau St.

Ithaca. News, daily. Ithaca Publishing Co. Average for 1902, 2,116 (658). Av. for Sept., 1903, 4,500. Leith & Stuart, N. Y. Rep., 150 Nassau St.

Newburgh. News, dy. Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer. m'y. R. M. Van Arsdale, pub. Av. 1902, 8,816 (681). Av. for '03, 8,875 (3).

American Machinist. w'y, machine construc. (Also European ed.) Av. 1902, 18,561 (680) (670).

Amerikanische Schweizer Zeitung. w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine. monthly. Automobile Press. Average for 1902, 8,750 (686).

Baker's Review. monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450 (3). Average for last three months 1903, 4,700.

Benziger's Magazine. family monthly. Benziger Bros. Average for 1902, 28,479 (686).

Caterer. monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,833 (687).

A Roll of Honor—Continued.

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,835 (687).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, 26,344 (© ©) (673).

Delineator, fashion mo. Batterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (688). Act. av. circ'n for 6 months ending June, 1903, 876,987.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,366 (*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, 5,875 (680).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (© ©) (674).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 63,125 (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,000, (© ©) (674).

Forward, daily. Forward Association. Average for 1902, 81,709 (667).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, 264,621 (690). December, 1902, edition, 255,650 copies.

Haberdsasher, mo., est. 1881. Actual average for 1902, 7,166 (*). Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,502 (683); average for 1903, 9,561.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (© ©).

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 86,540 (*).

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,283 (668).

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,452 (677).

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,239 (183). Average ending December, 1903, 104,977, sworn. The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (© ©) (679).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '02, 17,696 (702); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 4,914 (*).

Printers' Ink, weekly. A Journal for advertisers, \$5.00 per year. Geo. P. Rowell. Est. 1888. Average for 1902, 11,001.*

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (© ©) (689).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 5,488 (687).

The Iron Age, weekly, established 1855 (© ©) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merit extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher. 1903 A (©) (660).

The World, Actual aver. for 1903, Morn., 278,667 (*), Ev'g, 257,192 (*), Sy, 288,650 (*).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800 (*).

Wiltshire's Magazine. Gaylord Wiltshire, ed., 123 E. 23d St. Act. av. ending Sept., 1902, 46,000 (1088). Actual av. first eight mos., 1903, 100,623.

Rochester, Case and Comment, mo. Love, Av. for 1902, 20,000 (715); 4 years' average, 20,186.

Schenectady, Gazette, daily. A. N. Lacey. Average for 1902, 9,097 (718). Actual average for 1903, 11,623 (*).

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. for 1902, 22,118, Sunday 29,009.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 13,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 3,468 (724).

Wellsville, Reporter. Reporter Ptg. House, pub. Av. for 1902, dy. 1,044, s-wy. 2,744 (726).

Whitehall, Chronicle, weekly. Inglee & Teft. Average for 1902, 4,132 (726).

NORTH CAROLINA

Raleigh, Biblical Recorder, weekly. Average 1902, 7,635. Six months 1903, 8,691.

NORTH DAKOTA

Grand Forks, Normanden, weekly. Normanden Pub. Co. Average for 1902, 4,869 (744).

Herald, dy. Av. for '02, 4,759 (744). Actual aver. for Sept. '03, 5,639. North Dakota's BIGGEST DAILY. La Cote & Mazzoni, N. Y. Rep.

Wahpeton, Gazette. Aver. 1903, 1,564 (*). Largest circ. in Richland County. Home print.

OHIO

Akron, Beacon Journal. Dy av. 1903, 8,208 (760). La Cote & Maxwell, N. Y., Eastern rep.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (752).

Cincinnati, Enquirer. Established 1842. Daily (© ©), Sunday (© ©) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088 (764). First twelve months 1902, actual aver. 43,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,534 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 142,018 (761). Act. aver. for first six months 1903, 147,601.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec., '03, 15,756.

Cleveland, Tribune, weekly. Tribune Publishing Company. Average for 1903, 20,247 (*).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton, News, dy. News Pub. Co. Average for 1902, 16,520 (775). In 1903, 16,407 (*).

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Pfbaum. Aver. for 1903, 21,125 (*).

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,680 for 2 years (783).

A Roll of Honor—Continued.

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, \$11,220 (800). Actual average for first six months, 1903, \$40,275.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, \$62,666 (800). Actual average for first six months, 1903, \$85,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 10,917 (802).

Toronto, Tribune, weekly. Frank Stokes, publisher. In 1902, no issue less than 1,250 (802).

OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1902, 22,178 (813). Year end June 30, '03, 24,198.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,806, wy. \$1,222 (813). Year ending July 1, '03, dy. 19,868; wy. 25,119.

OREGON.

Astoria, Lannetar, C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,592 (830).

Portland, Evening Telegram, dy. (ex. Sun). Sworn cir. '03 (8 mos.), 17,828. In '03, 16,866 (824).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 3,508; first 8 mos. 1903, 4,912.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Av. 1903, 8,136 (*). N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, weekly. Actual av. for 1902, 2,165 (838). The "Courier" has a daily issue since Nov. 1902; statement upon application.

Erie, Times, daily. Average for 1902, 10,645 (845). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb., '03, less 7,500 (847). Sworn av. year end. July, '03, 9,429. Average Sept., '03, 10,651.

Philadelphia, American Medicine, wy. Av. for 1902, 19,327 (865). Av. March, 1903, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson (company, publishers. Average for 1902, \$44,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink, 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agriculturist population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Grocery World, wy. Grocery Pub. Co. Av. for 1902, 9,408 (867). Average first six months 1903, 9,750.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Dec., 1903, 114,594 (*).

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (C) (865).

Philadelphia, Reformed Church Messenger, wy. 1306 Arch st. Average for 1902, 8,574 (866).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (869). Average to July 1, 1903, 108,057. Religious Press Asso., Phila.

Pittsburg, Chronicle-Telegraph, Av., 1902, 67,842 (876). Sworn statement upon application.

Do you want nearly everybody in Philadelphia to read your advertisement?

Do you want to cover the city of Philadelphia and its suburbs thoroughly?

The Evening Bulletin

is the best medium in PHILADELPHIA

to bring your announcements before Philadelphians.

The following figures show the actual daily average circulation of "The Bulletin" for each of the months from January to December, 1903:

January	129,173
February	140,056
March	146,774
April	146,597
May	139,877
June	144,610
July	142,597
August	147,714
September	142,492
October	149,117
November	152,988
December	150,320

The above figures are net—all damaged, unsold and returned copies have been omitted.

WILLIAM L. McLEAN,

Publisher.

Philadelphia, Jan. 6, 1904.

A Roll of Honor—Continued.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,329 (876). Sworn statem't on application.

Pittsburg, Labor World, w'y. Av. '02, 16,025 (877). Reaches best paid class of workmen in U. S.

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1902, 59,571 (876). Average first six months 1903, 64,871.

Seranton, Times, every evening. Edw. J. Lynett. Average for 1902, 19,917 (883).

Warren, Forening's Vannen, Swedish, mo. Av. 1902, 1,541 (889). Circulates Pa., N. Y. and O.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1902, 8,857 (889).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 8,108 (891).

RHODE ISLAND.

Providence, Daily Journal, 15,975 (892) (896), Sunday 18,221 (893). Evening Bulletin 87,581, average 1902. Providence Journal Co., pub.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Aver. 1902, no issue less than 1,700 (899).

Columbia, State, daily. State Co., publishers. Actual average for 1902, daily, 6,568 (901); semi-weekly, 2,915 (902); Sunday, 7,705 (903).

SOUTH DAKOTA.

Siox Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 5,819 (915). Actual daily aver. for 1903, 8,882 (916).

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1902, 11,204 (920). Rate, 2 cents per line. Average for September, 1902, 15,156.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850 (923). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1902, 7,701 (925). Average October, 1902, 10,716.

Memphis, Commercial Appeal, daily. Sunday and weekly. Average, 1902, daily 27,506, Sunday 24,916, weekly 74,818 (927). First 3 mos. 1903, dy. 28,445, Sy. 27,218, w'y. 76,928.

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,078 (929). Av. for Oct., 1902, 20,085. Only Nashville eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

Nashville, Merchant and Manufacturer. Commercial; monthly. Average for nine months ending December, 1902, 5,111 (931).

Nashville, Progressive Teacher and Southw'n School Journal, mo. Av. for 1902, 8,400 (930).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 2,245 (946). J. P. Smart, Direct Representative, 150 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are ruled. No one doubts the accuracy of the HERALD ruling, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.

La Porte, Chronicle, weekly. G. E. Koppie, publisher. Average for 1902, 1,229 (954).

Paris, Advocate, d'y. W. N. Furey, pub. 1902 no issue less than 1,150 (950); May, 1903, 1,257.

UTAH.

Ogden, Standard, Wm. Glassman, pub. Av. for 1902, daily 4,028, semi weekly 3,051 (970).

VERMONT.

Baure, Times, daily. F. E. Langley. Aver. 1902, 2,854 (974). Last six months 1902, 2,710 (975).

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (985). Actual av. for 1902, 7,422 (986).

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,836 (990).

Tacoma, Daily News, dy. Av. '02, 12,659 (1000). Av. 3 mos. 1903, 14,014. Saturday issue, 17,222.

Tacoma, Ledger. Dy. av. 1902, 10,986; Sy., 14,195; w'y., 7,414 (1001). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; w'y., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,504 (1009).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,505 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

Milwaukee, Badger, monthly. Badger Pub. Co. Aver. for year ending March, 25,822 (1032); since October, 60,000. Rate, 30c a line.

Milwaukee, Evening Wisconsin, d'y. F.V.G. Wisconsin Co. Av. for 1902, 21,931 (1029) (1029).

Milwaukee, Journal, daily. Journal Co., pub. Av. for 1902, 22,504 (981). Dec. 1902, 22,750.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1036). First 4 mos. 1903, 6,270.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 3,706.

Racine, Wisconsin Agriculturist, weekly. Average for 1902, 27,515 (1039). For 1903, 28,181 (981). Adv. \$2.10 per inch.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,528 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,927 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 2,574 (1051).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German weekly. Average for 1902, 8,161. 1st 3 mos., 1903, 9,100.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,241, weekly 10,674 (1064). Daily, December, 1902, 21,012.

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902, 2,571. Av. 1903, 9,241 (981). Dec., 1902, 11,876.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,875 (981).

Toronto, Star, daily. Average for 1902, 14,161 (1064). Six mos to October 1, 1903, 21,250.

A Roll of Honor—Continued.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Av. for 1902, 18,857 (1903). Six months, 1903, 22,492.

Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075 (1903).

Montreal, Les Debats, wy. Ed. Charlier, pub. Av. 1902, 6,577. This paper is now published under the name of *Le Combat Journal Independent*.

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1903). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

Publishers barred from entry into the Roll of Honor because they had not the requisite qualification—that is, because they had not placed on file a detailed, signed and dated statement conforming to the rules of the American Newspaper Directory—have **Now** an opportunity to be admitted if they do the four things here specified :

- 1st.—Set down separately the number of complete and perfect copies printed of each issue during the 12 months preceding the date of statement.
- 2nd.—Divide the sum of the several issues by the number of separate issues, thus ascertaining the average issue.
- 3d.—The statement should be dated.
- 4th.—The statement should be signed by some person whose authority to give the information is either evident or stated.

If statements of the character specified are sent to the editor of **PRINTERS' INK**, he will edit the copy for the Roll of Honor and turn the statement over to the editor of the American Newspaper Directory for use in the 1904 edition of the Directory, now undergoing the thirty-sixth annual revision.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,
Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 20, 1904.

"GRAND STAND PLAYS."

If you are or ever have been a baseball enthusiast you have time and again watched some outfielder make a franti dash after a high fly, and, seemingly going at full tilt, jump high into the air and pick it off the clouds with the north end of his fingers amid tumultuous applause from the grand stand. If you are a close observer you have noticed this same outfielder repeat the trick again and again and have learned that the high leap was really unnecessary, that he might just as well have been on the spot and let the ball drop easily into his hands, but that he wanted to electrify the assemblage—in other words, he was simply "playing to the grand stand."

Playing to the grand stand isn't confined to the 'mond. It's conspicuous in all walks of life, notably so in advertising.

In fact, there is a deal of money spent on publicity that, scanned carefully, amounts to "grand stand play" pure and simple.

For example: The "openings" at the department stores preceded by flowery advertisements telling how

"our Paris representative" has secured for us from Worth, Paquin or Doenillet magnificent costumes, typifying the "*dernier cri*" of society in the gay French capital. Of the crowds that throng these openings not one in a thousand would know a Paquin confection from the handicraft of Madame Mulvaney, whose native cleverness has enabled her to transfer the really effective features of Paris style into the gowns she makes for her clientele. Yet each year the changes are rung on the same old story.

Each firm strives to convey the impression that it has "scooped" its rivals by getting closer to the inner circle of Paris styles.

"Grand stand play"—all of it; for where ten garments are actually imported the idea is conveyed that there are hundreds, and no department store cloak buyer expects to make money out of the fancy garments he imports.

Yet the grand stand play is effective and is profitable advertising, for it leaves an impression that the store "making the play" is a fashion center. The woman who sees one of Worth's or Doucet's garments thinks that the store which is progressive enough to procure it must be a habitat of fashion—and a desirable place to purchase a \$17.50 tailored suit.

The applause from the grand stand comes in the form of admiring crowds to whom the prices of Paris creations are prohibitive, yet who are led by the display of imported models into purchasing the garments they really want and can afford.

One great metropolitan store, when opening the doors of a new building to the public some months ago, somewhat ostentatiously requested that automobiles be driven to a certain entrance and stationed along a certain street—a grand stand play calculated to impress the social stratum below the automobile class far more than the people who ride in autos of their own.

Grand stand plays are all right in themselves, but care must be taken that the public do not pene-

trate their veil too easily. The ball player who is constantly making spectacular plays, but who loses his head in really critical junctures, finds his counterpart in the store whose show of style or enterprise or public spirit is not backed by actual conditions; which does not by hard daily work endeavor to live up to the reputation created for it by "grand stand" plays.

A DECISION has just been rendered in the United States Court of Appeals which will be of interest to all publishers and proprietors of publications, and which is of interest legally because it is perhaps the first authoritative declaration by a court of last resort that the title of a periodical may be a technical trademark. The decision just rendered was in the case of W. H. Gannett, publisher of *Comfort*, Augusta, Maine, versus William F. Rupert, publisher of *Home Comfort*, New York. The publisher of the well-known mail order journal *Comfort*, of Augusta, Maine, has on two previous occasions defended his right to the sole use of the word "Comfort" as the title of a publication. Neither of these cases, however, got beyond the first court, and in each case a perpetual injunction was obtained preventing the offenders from further use of the word "Comfort." The third and most serious attempt was that of W. F. Rupert, who first issued a small leaflet entitled *Baby's Comfort*, which he later expanded into a magazine under the title of *Home Comfort*. Mr. Gannett objected to this infringement upon his own title, but the Circuit Court for the Southern District of New York declined to restrain Mr. Rupert from using the title *Home Comfort*. Mr. Gannett then carried his case to the United States Court of Appeals, the highest and final court, which has resulted in a decision which establishes by the judgment of a court of last resort Mr. W. H. Gannett's unqualified property right in the title *Comfort*.

This is a trademark case pure and simple. It is not a case of unfair competition. It is founded on a technical, common law trademark. For fifteen years the complainant has published a

monthly periodical called *Comfort*. Under this name a large, lucrative and growing business has been established. A person publishing a newspaper or a magazine may give it a name by which it is known and by which its authenticity is attested. This name is entitled to the same protection as if it were affixed to other articles of merchandise. The purchasing public knows it by that name and no other. The name is a badge of origin and genuineness. It is as much a part of the proprietor's property as his counting room or printing press. A rival publisher has no more right to appropriate the name of the periodical than the individual name of its owner. But it is objected that "comfort" is a standard English word, not fanciful or manufactured, but descriptive, suggesting the purpose and errand of the paper. It certainly is descriptive, but of what? Surely not of a family newspaper. Some of the synonyms of comfort are consolation, contentment, ease, enjoyment, happiness, pleasure, satisfaction; but would any of these be used by a rational being to describe a monthly journal intended to circulate in the rural districts? Would the word "ease," for instance, when applied to a newspaper, convey to the reading public any accurate information of its errand or purpose or the character of its contents? It is thought not.

"Comfort" is, it is true, a common English word free to all, but so are "century," "cosmopolitan," "forum" and "arena." The last two are suggestive of ancient contests, physical and intellectual, but not of a modern literary review. Such words are continually being selected, arbitrarily, to designate publications which in time become known solely by the names so bestowed upon them, and such use is protected by the courts.

The defendant is publishing a monthly paper circulating, in part at least, in the same territory as the complainant's paper and covering a somewhat similar field. He calls his paper *Home Comfort*. This is enough to justify the relief prayed for. It is of no moment that the proof fails to show deception, confusion or injury to any marked extent. Such proof is unnecessary where infringement of a valid trademark is clearly established. The defendant is using the complainant's property and, as he is acting without color of right, the complainant is entitled to have that use discontinued. If the defendant's contention is correct that actual damage must be proved before an injunction can issue, it follows that if to-morrow a new infringer should commence the publication of a paper with a Chinese copy of the complainant's trade-name on its title page, the court would be powerless to grant relief until the infringement had been carried on long enough to cause actual, provable damage. Equity is not so helpless and impotent. It is the policy of the law to arrest the pirate before he actually makes off with the plunder.

THE unsuccessful advertiser complains that advertising is expensive, but the shrewd, systematic buyer of publicity wonders that it can be sold so cheap.

THE Christian Weyand Brewing Company, of Buffalo, N. Y., have just made this announcement:

On and after January 1st, 1904, we will discontinue giving trading stamps to our patrons. This will enable us to offer our famous bottled beer at 50 cents per dozen, instead of 60 cents.

Six leading dry goods houses of Peoria, Ill., have entered into an agreement not to give out trading stamps after March 9th next. An announcement to this effect has been publicly made by Schipper & Block, Harned & Von Mauer, P. A. Bergner & Co., Clark & Co., the Rosenthal Dry Goods Co., and the I. N. Martin Dry Goods Co.

THE Associated Billposters and Distributors of the United States and Canada will hold their directors' meeting in San Francisco March 1 to 3, and the event will form the occasion for a special trip through the West of the association's members, lasting eighteen days.

THE Fort Dodge (Iowa) *Messenger* keeps that town to the fore in its columns, ably seconding the advertising campaign of the Fort Dodge Commercial Club to promote the city. The issue of December 29 contained a page of facts regarding the town's resources, with the address by President A. B. Stickney, of the Chicago Great Western Railway, at a dinner of the Commercial Club. Fort Dodge was considered the least enterprising town in Iowa ten years ago, and it is said that a local clergyman, to emphasize its general pokiness, announced one Sunday night that the last Jew had left the place in despair. But since 1897 the population has practically doubled, a spirit of progress has succeeded to indifference, and under the influence of the Commercial Club and energetic advertising Fort Dodge is rising to the place to which it is entitled by natural advantages.

THE *American Agriculturist* weeklies, published by the Orange Judd Company, Springfield, Mass., issue on February 6 a Garden Annual of 210,000 copies.

I HAVE just returned from a trip to Montreal and through a large portion of the Dominion of Canada and have been amazed at the prosperity of our neighbor. It seems to me that it presents such an attractive field that no wide-awake American advertiser can afford to overlook it. I do not know of any field that offers as attractive an advertising investment as Canada. Its people look to America for ideas and respond quickly to good advertising.—M. Lee Starke.

ADVERTISERS have watched with interest the steady forward march of the *Philadelphia Booklovers Magazine*. Its advertising pages are clean and dignified. The January issue of this publication is of a high standard both as to advertising patronage and literary excellence. On February 5, 1904, the advertising rates will be advanced from \$125 a page to \$150. The new rate takes effect with the March number. Actual orders will be accepted at the old rate up to February 5, and on this date the forms for the March issue close. It is a condition of each reservation order that some space be used in the March number and remaining space may be used in any issue up to February 5, 1905.

DOXINE.

CLINTON, IOWA, Jan. 6, 1904.

Editor of PRINTERS' INK:

I notice in your valued journal of December 30th a letter from W. S. Cox, Editor of *Arena*, Brainard, Minn., in which he gives his profitable experience in substituting "Doxine" in place of benzine for cleaning type and rollers. For the benefit of the craft I wish to endorse the statement of Brother Cox, that it is more effective than benzine for removing ink from type, and in cleaning rollers it leaves them clean, soft and pliable, and with a good suction. I have been using it for the past six months, and I find it much cheaper than benzine, to say nothing of the feeling of security in having eliminated the benzine can from the office. I also find it very useful in cleaning cabinet fronts and woodwork in general. Yours truly,

CHAS. E. BEAUMONT,
Manager Allen Printing Co.

THE Little Schoolmaster has often remarked that the advertisements of publishers are rarely good. That means, magazine and newspaper publishers do not give enough attention to careful preparation of copy as a rule. Notable exceptions of late are the announcements of M. Lee Starke, whose weekly page ads in **PRINTERS' INK** are made to tell an actually interesting story. Another one which attracted **PRINTERS' INK's** attention is the following:

BEHIND THE POCKETBOOK

there is a woman. That woman can be reached by the right sort of advertising in the right sort of magazine.

McCall's is a magazine that anticipates a woman's wants and supplies her needs. It touches her pocketbook.

Your advertisements in its columns get much momentum from a five hundred thousand circulation confined entirely to women buying for homes. This is one of the greatest buying constituencies in the world. Advertisers who have tried it know it. It spends five hundred million dollars every year.

You can talk to the woman behind the pocketbook every month in *McCall's*. You can reach *McCall's* readers in no other way.

THE publisher of the Des Moines *Daily Capital*, Mr. Lafayette Young, Jr., says that his paper has just completed what it calls its sixth annual bargain day. This is a great subscription offer in which the price is reduced from \$3.00 to \$2.00 cash in advance for one day only. This is the sixth bargain day the *Capital* has had and the greatest of them all. The *Capital* this year received more than 5,000 new subscribers on December 28th and two or three days following and almost \$30,000 in cash, being payment in advance for new subscribers and renewals on the part of old subscribers. This now gives the *Capital* a circulation exceeding 34,000, three-fourths of the mail circulation being paid in advance. This bargain day scheme is advertised for six weeks in advance in more than 300 weeklies in Iowa and in all the agricultural weeklies and monthlies. More than a thousand agents solicited for the *Capital* this year and sent in lists of names ranging from two and three subscribers up to three and four hundred.

KOREAN commerce amounts, according to a statement just issued by the Department of Commerce and Labor through its Bureau of Statistics, to about fifteen million dollars per annum. Imports materially exceed exports, and according to the best statement that the Bureau of Statistics is able to obtain, amount to about ten million dollars, and the exports to about five millions. While in the case of China the foreign commerce of the country is carried on chiefly, almost exclusively, through the "treaty ports," this is not the case with reference to Korea, only about one-third of the foreign commerce above alluded to passing through the treaty ports. American products, both manufactured and otherwise, are popular in Korea, but the very large proportion reach that country through China and Japan, and the direct trade of the United States with Korea is extremely small. It is only within a comparatively short time that the direct trade of the United States with Korea was of sufficient importance to justify a separate record. In 1897 the exports from the United States to Korea were \$509 in value; in 1898, \$125,000; in 1902, \$251,000, and for the eleven months ending with November, 1903, \$366,919, indicating that for the entire calendar year 1903 the total exports to Korea from the United States will amount to about \$400,000.

PRINTERS' INK wants a capable correspondent for occasional interviews in San Francisco, Chicago, Boston, Washington, D. C., St. Louis and other cities where stories of notable advertising successes may be had. Writers are invited to send in a brief bulletin outlining what they think they can do.

THE following column advertisement of the Church of Christ (Disciples), Traverse City, Mich., was clipped from the *Daily Eagle*, that town, January 2. It may be considered sensational, but nobody will deny its force. Thomas F. Ullom is the pastor of the church, and it is said that in addition to liberal display advertising he also buys space in which to print his sermons, thus securing accurate insertion:

FIRE!

FIRE!

FIRE!

THE IROQUOIS

DISASTER

Is but a faint miniature picture of that DAY when the KINGS of the earth and the great men, and the rich men, and the chief captains, and the mighty men, and every bond man, and every free man, will hide themselves in the dens and in the rocks of the mountains and will say to the mountains and rocks, FALL on us and hide us from the face of Him that sitteth on the throne and from the wrath of the LAMB: For the GREAT DAY of his wrath is come, and who shall be able to stand? (Revelation 6:15-17.)

God was not responsible for this great loss of life in Chicago, neither will he be to blame if you or I in hell lift up our eyes being in torments.

I warn you to-day to FLEE FROM THE "WRATH OF GOD."

I invite you to Come to Jesus Christ, for in Him you will find SECURITY

SAFETY AND

CERTAINTY.

A greater HOLOCAUST is enveloping our young people than that which took place in the Metropolis of the West just a few days since.

"SAVE THE BOYS AND GIRLS"

is the subject of our Sunday Night Sermon in the

CITY OPERA HOUSE.

N. B.—Have changed our place of worship, hoping to find an auditorium which can be comfortably heated. The proprietors promise us that it will be warm and pleasant.

THE CLASSIFIED ADS.

THE RETAIL DRUGGIST,
Published Monthly in the Interests of
the Entire Drug Trade.
DETROIT, MICH., Jan. 8, 1904.

Editor of PRINTERS' INK:

We write this to inform you that our "Want Ad" in PRINTERS' INK has brought us more than satisfactory returns. We have answers from it from all over the world and from a high class of people. It has been the means of placing for us good paying business. Thanking you for the good service rendered, we remain, yours very truly,

THE RETAIL DRUGGIST.

WITH its march issue the *Book-lovers Magazine* will reopen its advertising prize contest, at the request of a number of its advertisers and advertising agents. There can be no doubt that this contest insures a critical examination of all advertisements and opens thus an intelligent discussion of them among readers. Such discussions must react to the advantage of all advertisers. The same general idea will be followed as last year, but the prizes to be awarded are increased.

A QUESTIONABLE FACT.

Office of the
JOURNAL OF THE ASSOCIATION OF MILITARY SURGEONS OF THE UNITED STATES.

CARLISLE, PA., Jan. 9, 1904.

Editor of PRINTERS' INK:

As an always interested reader of PRINTERS' INK I have learned to regard your valuable journal as an oracle upon all subjects involved in periodical publicity. Many years' experience has taught me a good deal with regard to the publisher's side of the question as well as a little with regard to the advertiser's attitude. One point, however, I have never been able to explain—why it is that the advertising agencies have so much trouble in keeping their files of journals complete. Where not one complaint per thousand of non-reception of a journal will come in from subscribers, ten complaints per hundred will arrive from advertising agents. One advertising agent, for example, to whom is mailed regularly five copies of a periodical with the mailing list of which I am familiar, writes at frequent intervals calling for an extra special copy with the statement that their account cannot be settled unless they receive it promptly. Can you answer the conundrum—why the journal files of advertising agents cannot be kept as easily and readily as those of regular subscribers who are not supposed to have especial facilities and systems for so doing?

The circumstances to which I have referred and the question which I have asked are paralleled by almost every publisher with whom I have talked upon the subject, and I am sure an explanation of this situation would be of much interest to them all.

With kind regards and congratulations upon the progressive success of your work, I remain,

Very faithfully yours,

JAMES EVELYN PILCHER.

Dr. Johnson is said to have asserted that the explanation of many of the most extraordinary facts would be found on the circumstance that they were not true. PRINTERS' INK is of the impression that Mr. Pilcher's alleged fact can be explained in the same way.

THE *German Gazette*, Philadelphia, printed 2,791 columns of advertising in 1903, and the publisher says that this is the second largest showing of any German paper in the United States. Nearly half a million lines of medical advertising were published, Swamp Root being first with 50,000 lines. Lydia Pinkham used 28,000 lines, Cascarets 17,500, Castoria 12,000, Peruna 35,000, Dr. Shoop 20,000, Ripans 10,000, Cuticura 10,000. Philadelphia has 300,000 Germans, and the *Gazette* claims the largest circulation among dailies printed in German in that city, the statement for 1903 to the American Newspaper Directory showing a daily average of 47,784 copies, morning and evening. In a booklet giving this information is reproduced an article from PRINTERS' INK showing the extent to which German papers are used by department stores, with specimens of full-page German ads for Philadelphia establishments. The *Gazette* pays particular attention to translations, furnishing them to advertisers free of charge, even if published in other newspapers.

A PRIORITY CLAIM.

TENGWALL TALK,
The Businessman's Monthly Magazine
of Suggestion.

RAVENSWOOD STATION, CHICAGO,
Jan. 6, 1904.

Editor of PRINTERS' INK:

Our two announcements in your classified columns have been pulling very well. Kindly continue them until further notice.

I noticed in a recent number of PRINTERS' INK an article regarding a National Advertising Club. Credit was given to Mr. Olmsted of the National Food Company for the suggestion. In July, 1903, there appeared an article in *Tengwall Talk* suggesting a National Association of Advertising Men, and in August and September *Tengwall Talk* there were printed letters from prominent advertising men endorsing the suggestion and offering their support. You will remember I spoke to you personally about this when in your office last August. In August *Tengwall Talk* it was suggested that a day be set aside at the St. Louis Exposition next year, to be known as Advertising Men's Day. I understand that such a day has been appointed, and I believe that it will be an opportune time to organize a national club. Cordially yours,

S. DEWITT CLOUGH,
Editor.

HENRY OLENDORF SHEPARD, president of the Henry O. Shepard Company and the Inland Printer Company, Chicago, died December 31, 1903.

COMMERCIAL ART CRITICISM.

THE J. C. AYER CO.,
Manufacturing Chemists.

LOWELL, MASS., Dec. 31, 1903.

Editor of PRINTERS' INK:

We have always noticed with great pleasure your eminent degree of fairness, therefore we wish to ask you if you think it is exactly the square thing for you to hold us up to such caustic criticism as is done by your correspondent, Mr. Ethridge, on page 42 of your issue of December 2d?

In other words, is it the fair thing to compare the work of this house as performed before the flood with the work it is doing these later centuries!

The advertisement selected for illustration No. 1 was used so many years ago that we cannot find anyone in our advertising department who can recall the time when it was given to the press. It certainly was used long, long before the heavy border was so generally seen.

We have no objection whatever to any amount of criticism of our work, provided it is on the square. But this idea of going back a great many years, fishing up some little obscure ad, and then comparing it with the modern way of dealing with the subject, is, to our mind at least, exceedingly unfair.

Very sincerely yours,

CHARLES H. STOWELL.

To the above letter Mr. George Ethridge, of 33 Union Square, New York, replies as follows:

The advertisement in question was sent in with the suggestion that it offered considerable latitude for improvement, and requesting that it be improved; it bore no date and had no visual evidence that its origin antedated the deluge. If it was a survivor of paleolithic inscription the truth was disguised in the fact that it reached me as a quarter-page advertisement, clipped from a modern magazine.

Most of the advertisements treated in this department in PRINTERS' INK are sent in for criticism by those interested in the subject of Commercial Art improvement, and many are from advertisers who are dissatisfied with the ones they employ and hope to have them bettered. The criticism referred to cannot justly be termed caustic. It occupied only two short paragraphs in the entire page and was treated in a manner that would not be objectionable to any but the supersensitive. There is every wish and intent to conduct this department in a fair and impartial manner. Its purpose is to instruct and benefit, and generally the subject on the operating table submits gracefully to surgery that is curative to him and beneficial to the clinic—a demonstration with the sincere intent to help to improve many forms of advertising illustrations.

THE "PHILADELPHIA BULLETIN" DURING 1903.

While the year 1903 was for the most part only a normal year in the general opportunities for newspaper growth, it was productive of the highest circulation by far that the *Bulletin* has yet reached. The daily average number of copies sold in the year 1902 was 130,084, then a high-water mark, but in the year 1903 it had risen to an average of 144,375, or an increase of upwards of 13,000 on what had already been the largest circulation ever given regularly in this country to any evening paper outside of Chicago and New York.

This growth represents no forced or factitious processes of claiming public attention; it has been the result solely of a recognition by the public of the interest and the value which it finds in the *Bulletin* as a newspaper and as a newspaper only, and it is as wholesome and permanent as it has been steady and continuous.

The great bulk of this average circulation of 144,375 is distributed in and about the city of Philadelphia, or within a radius of twenty miles of the City Hall; it reaches the majority of the dwelling houses of all kinds of Philadelphians, and we believe that there is not now and never has been a daily newspaper, either morning or evening, with a circulation equaling it within the city itself.—*Editorial in Evening Bulletin, January 5, 1904.*

COPYRIGHTED ENGLISH WORDS.

Many readers of PRINTERS' INK have probably watched with interest the outcome in the trademark suit of Burroughs, Wellcome & Co., of London, against Thompson & Capper, which was so ably reported by the Little Schoolmaster's London correspondent in the issue for January 6, 1904, and decided in favor of the plaintiffs.

In March, 1884, the plaintiffs registered the word "Tabloid" as a trademark for compressed drugs, and since then have spent every year large sums of money to identify that word with certain drugs

of their manufacture. In the course of time it came about that new dictionaries contained the word "Tabloid." When the definition was given simply as a little tablet, or a pellet of anything, the inventors made it a practice to write to the editor of the dictionary asking him to acknowledge their creation of the word and their copyrighted ownership of it in the next edition.

Mr. Wellcome says that this has always been conceded, and that he thinks he could demand it legally if it were not. Col. Chesebrough has had the same trouble with the word "Vaseline" and has proceeded in the same manner.

Mr. Wellcome coined the word "Tabloid" in 1884 and it was not at that time in any dictionary. It is a good word and he made it known by good advertising.

A corresponding case is found in the word "Tabules," first made known to the American public in connection with Ripans Tabules, a compressed dyspepsia remedy, which has been on the American market since 1891. The proprietor of Ripans himself coined the word "Tabules" and it was not then known or contained in any dictionary. If it is embodied in issues of American dictionaries, the proprietor of Ripans Tabules would be entitled to receive credit for a good word, which liberal advertising made known to millions of American people.

1903 was a banner year for the Indianapolis *News*. Circulation statistics printed by the publisher show a gain of 7,790 copies daily average over 1902, deducting unsold copies. The advertising for the year reached the grand total of 19,632 columns, or 1,698 columns more than the previous year. The daily average was sixty-three columns, or a gain of five and a half. The *News* printed 264,123 classified want ads, or 125,894 more than all other English dailies in Indianapolis combined during the same period. In ten years the *News'* consumption of white paper has increased from 485 tons annually to 3,610 tons.

THE Atlanta, Ga., *News* submits a detailed statement showing an average circulation for 1903 of 20,104 copies and an average for December, 1903, of 23,720 copies daily. Mr. S. C. Beckwith calls attention to the fact that the *News* carried during September, October, November and December 1,114,008 lines of paid advertising, or an increase of 643,188 lines over the same months in 1902.

A BURNING QUESTION SETTLED.

NEW YORK, Jan. 12, 1904.

Editor of PRINTERS' INK:

I am sometimes puzzled to know whether an advertising agent is or is not entitled to a commission on an order. Are there any conditions under which the agent is not entitled to have the commission allowed? Your reply will oblige

AN ANXIOUS ENQUIRER.

If an advertising agent is recognized at all, the recognition extends to him authority to give an advertiser every concession which the advertiser could obtain, or has obtained, by personal application at the office, and to receive on the order the commission usually al-

lowed to the agent, as such agent. The agent is never to be deprived of his rights to accept an order from an advertiser at the price and on the most favorable conditions which the advertiser may have had conceded to him, or that would be conceded to him by personal arrangements with the publisher's office. For example: If an advertiser, who is not an agent, can obtain the usual agent's commission as a concession, the recognized agent may take the order, allow the conceded commission to the advertiser, and remain entitled to receive the usual commission upon the net price the advertiser is to pay.

The agent may intercept an advertisement order at any point before it has actually reached the office, or even after it has reached the office, should the advertiser see fit to withdraw it.

The only way the agent can be denied his commission on an advertisement offered at a gross price equal to the net price that would be demanded of the advertiser is by a refusal to do further business with that agent as an agent.

"PUBLISHERS' ANNOUNCEMENTS" IN ROWELL'S AMERICAN NEWSPAPER DIRECTORY.

Under this heading and designated from the text by the distinguishing words "PUBLISHER'S ANNOUNCEMENT," a newspaper publisher is permitted, on his own responsibility, to make any statement in the Directory about his own paper that he would wish to speak to an advertiser could he be at his side at the time he consults the Directory with a thought of advertising in the paper or the town. Such announcements convey to the advertiser facts he would be glad to know, but with which it is not the province of the Directory editor to deal. For instance, make the advertisement *tell a story*, however brief. Gather the strongest talking points your paper possesses. It may be *quality* of circulation or quantity, and very often *both*. Talk of the people's character which your paper reaches—their money earning capacities—the factories located in your territory, the industries, about crops, about geographical and commercial centres, about anything which throws light on the purchasing power of your readers. They are paid announcements, costing a dollar a line of six words, and should only be used by those publishers who have something to say of their papers that it would be worth an advertiser's while to know.

For further information, if needed, address

JOSÉPH G. FOGARTY,

Editor Rowell's American Newspaper Directory,

No. 10 SPRUCE STREET, NEW YORK.

ADVERTISING THAT PAYS.

Another Interesting Letter.

Two weeks ago we reproduced in *PRINTERS' INK* a highly complimentary letter from the Postum Cereal Company, a concern spending a million dollars a year in advertising.

Here is a letter from Kranich & Bach, one of the leading piano manufacturers in the world, which shows what we did for them during the month of December.

Our plans and copy increased their business several hundred per cent over any other month in their experience of nearly half a century. This, too, notwithstanding the facts that competition is now remarkably strong among the makers of leading pianos, and that at the holiday season department stores make every possible effort to get all the piano business by running big spaces in the newspapers and advertising pianos that they claim are "just as good," at bargain rates and on easy payments.

This letter speaks for itself.

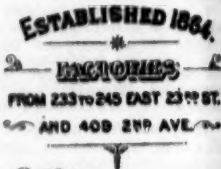
This is surely advertising that pays.

Are you in the market for that sort of publicity?

THE GEORGE ETHRIDGE COMPANY,

33 UNION SQUARE,

NEW YORK CITY.



The George Ethridge Company,
New York City.

New York December 24, 1903.

Dear Sirs:-

We feel that it is due you that we state the advertising plan suggested by your Mr. Kitchell and comprehending the details of policy, writing and selection of mediums for advertising for the month of December produced an amount of business far in excess of our expectations.

The good effects were apparent immediately after the advertising commenced, and our daily sales of pianos since then increased to several times the amount prior to this advertising.

We are selling more instruments than ever before in our history of forty years of piano making, and, considering that we have not reduced our prices, it is highly gratifying to us and a proof that really high class pianos, properly advertised, can be marketed on their merits to an intelligent public without recourse to bargain counter methods.

It must be interesting to you to note the enclosed high tribute voluntarily paid to this advertising by the Musical Courier.

Assuring you of our appreciation of your valuable service,
We are,

Very respectfully,

Kranich & Bach
H. P. Bach

Advance in Rate

THE BOOKLOVERS MAGAZINE

The Advertising Rate of THE BOOKLOVERS MAGAZINE will be advanced February 5, 1904, from \$125.00 per page to \$150.00 per page. The new rate takes effect with the March number. Actual orders will be accepted at the present rate if received by

February 5, 1904

On this date the March advertising forms close. It must be a condition of each reservation order that some space is to be used in the March, 1904, number and that the remaining space is to be used in any following issues up to and including February, 1905.

The advanced rates are based on a guaranteed circulation of not less than 135,000 copies monthly for the year beginning March, 1904. Every edition to date has been completely sold out. The circulation for March will be

140,000 Copies

THE BOOKLOVERS MAGAZINE is going steadily forward. It is making friends for itself everywhere. Its advertising pages are popular because they are clean and dignified, and, what is more, they have never been otherwise. We cannot promise anything to the advertiser who has'nt a high-class article to sell. Our magazine goes exclusively to well-to-do people.

THE BOOKLOVERS MAGAZINE

1323 Walnut St., Philadelphia

NEW YORK

CHICAGO

BOSTON

944 Broadway Marquette Bldg. 396 Boylston St.

DAVID D. LEE

E. C. THURNAU

PHILIP J. SYMS

If you make merit the basis in selecting
mediums for your Spring advertising,
the first three on your list will be

The Vickery & Hill List

(\$5.10 an Agate Line)

The American Woman

(\$3.00 an Agate Line)

and Good Stories

(\$1.50 an Agate Line)

OF AUGUSTA, MAINE.

¶ They are the oldest and most popular family papers published, reaching the homes of the prosperous middle-class people in the small towns, villages and rural districts, who subscribe and PAY IN ADVANCE for them year after year. Acknowledged to have the LARGEST PAID-IN-ADVANCE CIRCULATION IN THE WORLD, and in this connection we want to impress upon advertisers the fact that great circulations are not substantial circulations unless they have YEARS behind them.

¶ For 30 years these peerless mediums have been steadily growing in favor with careful and discriminating advertisers, and those who advertise in them continuously look upon them as the papers from which they are sure to get good, substantial returns.

¶ By using all of the Vickery & Hill publications any mail order advertiser can be satisfied that he is getting the very best value in advertising that money can buy.

SEND FOR SPECIMEN COPIES AND RATES

The Vickery & Hill Publishing Co.

AUGUSTA, MAINE.

E. H. Brown, Boyce Bldg., Chicago C. D. Colman, Flat Iron Bldg., New York

OLD, dead wood don't make the hottest fire—old, dead ads don't bring new business.—*White's Sayings.*

Advertising Agencies.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 50c. copy; \$2 year.

CALIFORNIA—PACIFIC COAST.

C. BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste.

DISTRICT OF COLUMBIA.

LISTS of leading "Want" ad papers sent **FREE**. **L. P. DARRELL ADVERTISING AGENCY**, Star Bldg., Washington, D. C.

ILLINOIS.

GUNDLACH & GUNDLACH, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

ADVERTISERS, consult us before placing your advertising and get the benefit of 18 years of ripest experience, which is essential to all successful advertising. Our Advertisers' Pocket Guide **FREE** for the asking. **GUENTHER-BRADFORD & CO.** (Founded 1885), Schiller Bldg., Chicago.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places advertising; newspapers, mags.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MINNESOTA.

DOLLEMAIER ADVERTISING AGENCY, Tribune Bldg., Minneapolis. The recognized agency of Northwest. We know territory thoroughly; give small accounts proper attention. Members of the American Advertising Agents' Association.

NEW JERSEY.

MAIL-ORDER ADVERTISING A SPECIALTY, **STANLEY DAY**, Newark, N. J.

NEW YORK.

GEO. P. ROWELL & CO., founded in 1865, under the new management not only plans, places and illustrates, but also acts as sales managers. Estimates and designs upon request. 10 Spruce Street, New York.

NORTH AMERICAN ADVERTISING CO.—Organized by advertisers to give advertisers a square deal. F. L. Perrine, pres.; W. W. Seeley, vice pres.; F. James Gibson, sec.; Baxter Cateson, treas., 190 William St., New York.

MAIL-ORDER ADVERTISERS seeking large returns should use this special Metropolitan list. For \$10 I will insert for one time (any day) a 25-word classified advertisement in the following list:

Boston Herald,
Phila. No. American,
Phila. Record,
Syracuse Herald,
Pittsburg Dispatch,
Baltimore Herald,
St. Louis Globe Dem.,
Washington Post,
Milwaukee Free Press,
Cincinnati Enquirer,
Minneapolis Tribune,
Detroit Free Press,
Indianapolis Sentinel,
Omaha Bee,
Rochester Courier,
Rochester D. and Chron.,
Providence Telegram,
Cleveland Plain Dealer,
Des Moines Register,
Denver Republican,
San Fran. Chronicle,
Atlanta Constitution,
Chicago Inter-Ocean,
Kansas City Journal.

GIVE THIS LIST A TRIAL.

RUDOLPH GUENTHER.

Newspaper and Magazine Advertising.
108 FULTON St., Phone 985—John, NEW YORK.
Write for Comb. nation Offers. Magazine Lists.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, 925 Chestnut Street (estab. 1890), Philadelphia. Plans and places newspaper and magazine advertising. Also mail-cards and folders. Write for "Other People's Opinions" of our service.

CANADA.

FOR \$4.50 we insert 25 words, classified, once in best 18 dailies of 15 largest Canadian cities; 3 insertions, \$12. Send cash with order. **DESBARATS ADV. AGENCY, Ltd.**, Montreal.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

NEW ad idea, 10c. Brings big money by mail cir. free. "POINTS," Mt. Sunapee, N. H.

EXPERIENCED agency solicitor. References required. **NATIONAL ADV. CO.**, Denver, Col.

MR. PUBLISHER:
WANT NEW YORK REPRESENTATIVE!
AD SPECIALIST, 107 Liberty St., New York.

FOREMAN WANTED—All round printer with family. No tramps need apply. **NORTHWEST FARM & HOME**, North Yakima, Wash.

MORE than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ADWRITER of ability seeks position; experienced; practical knowledge type display, cuts, make-up, trade paper. "COMPETENT," P. I.

POSITION as adwriter—assistant or manager. Correspondence courses and some successful experience. Excellent references. Will accept small salary as assistant to successful writer of extensive advertising. C. T., this office.

FERNALD'S NEWSPAPER MEN'S EXCHANGE, established 1896, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

WOULD like to hear from **MANUFACTURERS** of **HOUSEHOLD** goods for the mail-order trade. **NO TRASH WANTED**. Address **DEPT. A, R. B. Hoffmann & Co.**, 1209 Sacramento Ave., Chicago.

WANTED AGENTS—We have them that sold four dozen in three hours. Made seven dollars profit. Send \$1.35 for three-dollar outfit. **DEPT. A, THE GOODSPED MFG. CO.**, Ann Arbor, Mich.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

AN exceptionally good opportunity for young man, with ability and energy, to edit Republican newspaper in a city of 18,000 population. Man with some means preferred; references must be good.

Address "F," care of Printers' Ink.

ADWRITER, 95% graduate, seeks position with manufacturing or wholesale firm; best references.

THOS. DADSON,
Westmeath, Ont.

WANTED—Permanent paying situation, where ability will guarantee promotion, by sober, industrious country newspaper man. Specialties: Descriptive writing, editorial work and designing of effective ads. Now employed; references: family. Middle Atlantic States preferred. "G. P. E. H.," Box 87, Sylva, Ga.

ADWRITING MADE EASY—Over 1,500 meaty notices, headings, phrases, catch-lines, introductions, etc.; suitable for any business; took years of diligent labor to collect, construct and compile. Nothing like them ever published; saves half the work of writing ads; an inexhaustible mine of nuggets to draw from. Price one dollar.

DE BEAR PUB. CO.,
1 Union Square, New York

PUBLISHERS desiring the services of a gentleman of large experience in the business department of newspaper, a man of constructive and executive ability, capable of securing large advertisement contracts, and increasing the subscription list and economically managing a large business, address "B. D. O." care F. I.

WANTED to furnish daily newsletters to daily papers within a radius of 500 miles of this city. Will take advertising space in exchange. Not a fake or a scheme to get space for next to nothing, but an honest effort on the part of an experienced journalist to serve his brethren of the press. Send for particulars. Address NATIONAL NEWSPAPER SYNDICATE, 20 Harper Building, Washington, D. C.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.
E. S. EVERETT,
26 Ackerman Building,
Binghamton, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite B, 219 Land Title Bldg.,
Philadelphia.

CLERKS and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns every where. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL, Advertising and Business Expert,
Temple Court, New York.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),
Suite 511, 300 Broadway, New York.
Suite 515, Pennsylvania Bldg., Phila.
Suite 229, Monadnock Bldg., Chicago.
Suite 1285, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

SITUATION wanted as advertising manager and trade-getter. Present employer's annual sales (wholesale manufacturer), \$200,000 when I went there; five years later \$200,000. Output don't keep pace with increased trade and firm loses many customers because shipments so long delayed. Am offered interest in the business, but prefer field of greater opportunity, where customers secured will be kept. Am no phenomenon, but have done successful advertising which has made the firm noted. Large business experience; excellent correspondent. If your goods, prices and policy warrant, and you are willing to cover my mailing list often in catchy, truthful, modern ways, perhaps I can help you.

By stating approximate salary you would pay right man it will insure reply. Prefer wholesale, but will consider others if location, facilities and future warrant.

"ENLARGER,"
Printers' Ink.

PHOTO-ENGRAVING.

ILLUS in print reproduced, 50% up. **STANDARD ELECTROTYPE CO.**, Wilmington, Del.

COIN CARDS.

\$2 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.
\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quietest. Price \$13. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. **SMITH PRINTING CO.**, 313 Broadway, Toledo, Ohio.

TRANSLATIONS.

CORRECT Spanish translations are my specialty. Trial orders are respectfully requested. **ALBERT YACEA**, 610 Commercial Alley, New Orleans, La.

FINANCIAL.

THE JOSEPH SHOLL CO., INC., which has purchased the proprietary medicine business of the late Joseph Sholl, proprietor of *Sholl's Infallible Pills*, for Fevers, Malaria and Liver Complaints, has for sale a limited number of shares of the capital stock at par value, \$5 per share. Further particulars on request. **JOSEPH SHOLL CO., INC.**, Burlington, N. J.

BUSINESS OPPORTUNITIES.

ADVERTISING MEN, with some capital, can secure fifteen years' territory rights to the biggest exclusive money-making advertising proposition ever offered. Up-to-date hustlers, don't delay. Address **NATIONAL BUSINESS ASSOCIATION**, Milwaukee, Wis.

INFORMATION, Binghamton, N. Y., publishes monthly list of novelty manufacturers; tells how to advertise successfully; how to enter mail-order trade and manufacture goods; exposes frauds. It reaches agents, canvassers, distributors, mail-order dealers, novelty manufacturers, salesmen, streetmen, etc. Advertising rates, 10c per line; three months on trial, 10c. None free.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

INSTRUCTIONS BY MAIL.

HUMAN NATURE TAUGHT successfully by mail or no pay, \$5 for Jan. only. Wouldn't this help you? Booklet sent free. **SCHOOL OF HUMAN NATURE**, Athens, Georgia.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING LIST FOR SALE.

MAIL ORDER MEN. ATTENTION! On account of retiring from business will sell my mailing list of nearly 50,000 cash mail-order buyers, every address that of a buyer by mail within past eighteen months. **MUTUAL SUPPLY CO.**, Richmond, Va.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.**, Detroit, Mich.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certificates, etc., which may be completed by type printing. Send stamp for samples. **KING**, 26 William St., New York.

ADDRESSES.

SIX R. F. D. routes, names of all patrons, 50 cents. Box 511, Logan, Ohio.

BOYS' names neatly typewritten; 400 for \$1; have 100,000. MCKIT, Bethlehem, Pa.

SNAP—The addresses of 200 young people from all parts of the U. S., 25 cents. EMPIRE AGENCY, Binghamton, N. Y.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

INDEX CARDS.

YOUR CARD index wants attended to promptly and satisfactorily at prices that will command your trade. Get our cards and samples before placing orders. STANDARD INDEX CARD CO., 715-17 Arch St., Philadelphia, Mfrs. Card Index Supplies and Filing Devices.

NEWSPAPER BROKER.

NEWSPAPER Opportunities—Have excellent daily and weekly papers for sale. Republican weekly at \$30,000, paying a profit of \$5,000 a year; Democratic weekly at \$8,000, paying the owner \$2,500 a year; \$30,000 Republican daily in Kentucky doing an annual business of \$19,600. Tell me your want, and I'll furnish properties that show profit and are pleasantly situated. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

HALF-TONES.

WE would like to estimate on your half tones either for the newspaper or other work. STANDARD ENGRAVING CO., 61 Ann St., New York.

NEWSPAPER HALF-TONES. 2x3, 7/8c.; 3x4, 51; 4x5, \$1.40. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

BULLETIN BOARDS.

BAIL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

BAD DEBTS COLLECTED.

STRICTLY first-class service. Reasonable percentage. Once our patron always our patron. DAY-AND-NIGHT ADJUSTMENT ASSN., 3644 Chicago Avenue, Chicago.

SUPPLIES.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. For sale by the trade. Made by THE DOXO MFG. CO., Clinton, Ia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

PASTE users are offered an innovation in the dry powder known as Bernard's Cold-Water Paste. Newspapers, wallpaper hangers, cigar manufacturers, paper box factories, packers who use labor and all who use paste in any quantity immediately realize its striking advantages. Packed in neat boxes, can be kept for months in the office, with no waste, no dirt, no sour-smelling odor, no slimy vessels to soil everything they touch, and yet it is ready to use instantly by simply mixing with cold water. If interested, write for a sample and copy of letter telling why the American Cigar Co. adopted its use in their Savannah, Ga., factory. BERNARD HOLMES AGENCY, 46 North State St., Chicago, Ill.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

PREMIUMS.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 32d issue now ready; free. S. F. MYERS CO., 40w, 45-50 52 Maiden Lane, N. Y.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

DOXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retempers and improves the suction of rollers. For sale by the trade. Made by the DOXO MFG. CO., Clinton, Ia.

SIGNS.

THE "HOOSIER," WATERPROOF SIGNS. The best reasonable price sign for all kinds of outdoor advertising. Effective—long-lived—attractive. Write for prices and samples. C. F. GARDNER PRINTING CO., "Hoosier Sign Works," Dept. D, Princeton, Indiana, U. S. A.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo., Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

WOULD YOU for the small amount we charge be without a bright, catchy Engraved Letter Head Cut? Send matter for pencil sketch and get a rock-bottom price. CAPITOL ENGRAVING CO., Dept. 53, Sta. G., Washington, D. C.

MAILING CARD SPECIALISTS.

IS it worth 1 1/2 cents to reach your trade? Write TRANSON & ALLISON, Mailing Card Specialists, 603-4 Ellsworth Bldg., Chicago.

ELECTROTYPING.

ADS. circulars and booklets set and electrotyped. Electrotypes, 10c. up. STANDARD ELECTROTYPE CO., Wilmington, Del.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

MAIL ORDER.

MAIL-ORDER MEN, MIXERS and PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,
Dept. X., Luverne, Minn.

HOUSE-TO-HOUSE DISTRIBUTING.

MY NATIONAL DISTRIBUTING SERVICE is the result of years of practical experience in placing advertising matter direct to reliable, local distributors, to the entire satisfaction of my many patrons, to whom I am pleased to refer you.

I have the only proposition that covers every town and city of over 2,000 population in the United States, also hundreds of smaller places. All matter sent to reliable local men who make distributing an exclusive business and who personally superintend the distribution of all matter. I become personally responsible to you for a strictly first-class service at all points, and cheerfully make good where contract is violated. It will be to your best interest to investigate.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 442 St. Clair St.,
Cleveland, O.

FOR SALE.

LINOTYPE for sale. First-class condition. Address "B. M. M.," care of Printers' Ink.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address **TRIBUNE**, Oakland, Cal.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. **RICHARD PRESTON**, 167L Oliver St., Boston.

42 X 60 POTTER TWO-REV. will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. **RICHARD PRESTON**, 167L Oliver St., Boston.

OVER A HUNDRED YEARS OLD—Bull's-eye silver case watch; wall clock, wood works; flintlock blunderbuss. For prices and description write **DR. H. S. KELLEY, JR.**, West Dennis, Mass.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD PRESTON**, 167L Oliver St., Boston.

PRINTING AND BOOKBINDING BUSINESS FOR SALE—Established in 1889 and located at Denver, Colorado. An exceptional opportunity to secure a large plant doing a good business. For particulars address **GEORGE C. NORRIS**, 629 St. James Building, New York City.

SACHET ENVELOPES (4,000); olive green pebbled paper, showing beautiful colored lithographed miniature centerpiece of a dainty French courtier (Henry IV. period), set in embossed gold medallion; fleur-de-lis decoration, with gold seal to go on back; original design and the most artistic American envelope. No name appears on it. Write for sample; must be sold at once, regardless of cost. Address **P. O. Box 621**, Philadelphia, Pa.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 220 B'way, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

BUY a magazine or trade journal. These have great futures. Get an undeveloped or run down paper in a good field. Make a good income out of profits and a fortune on the increase in value of the property. Many have done that who started with small capital, and it can easily be done again. See or write me about it. It is my business to know of the good things. **EMERSON P. HARRIS**, Broker in Publishing Businesses, 233 Broadway, New York.

BOOKS.

A LIMITED number "POINTS FOR PRINTERS," 40 pages, 25c. per copy, postpaid. "The most compact and complete Printers' Manual." **W. L. BLOCHER**, Tecumseh St., Dayton, Ohio.

"THEORY and Practice of Advertising." Fifty complete Lessons in one volume. Sold all over the world. Second edition. \$1.00 prepaid. **GEO. W. WAGENSELLER, LL.D.**, 400 Sugar Street, Middleburg, Pa.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 29 Murray St., New York.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **PINK & SON**, Printers, 5th above Chestnut, Philadelphia.

A BRIGHT steel nail file, \$30 per thousand. Turned toothpicks in cases, \$20 per thousand. Samples of each in leather cases, 10c. Agents wanted. **J. C. KENYON**, Owego, N. Y.

A COAT HANGER, bearing your name and address, given to each customer, keeps clothes in shape and makes friends. It costs little. Let us talk it over. **BELMAR MFG. CO.**, Canton, Pa.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

CELLULOID blotters cost more than ordinary ones do, but they bring results where the others fail. Write for samples and prices. **THE BALTIMORE BADGE & NOVELTY CO.**, 233 Broadway, N. Y.

"A USEFUL, unique and effective advertising novelty is the Mystic Wallet, a sample of which comes from the SOLIDITY NOVELTY ADVERTISING WORKS, Knox, Ind."—*Advertising World*, Dec., 1903. Sample of this wallet and particulars for 20c.; 1,000 with ad in gold, \$35.

ADVERTISERS—Are you looking for the best thing out? An advertising novelty that men and boys wear daily. An extra good novelty to sell or give away at the World's Fair. Never offered before to advertisers. We would like to correspond with a firm who can use our entire output for 1904. **G. P. COATES CO.**, Uncasville, Conn.

SOMETHING NEW IN ADVERTISING NOVELTIES. Advertisers who want a practical, useful and original souvenir for distribution will do well to write for description and prices of the **TENGWALL LOOSE LEAF PERPETUAL MEMORANDUM BOOK** (vest-pocket size). Absolutely new and up to date. Just the thing for publishers and for convention souvenir. Write to-day. **TENGWALL FILE AND LEDGER COMPANY**, Chicago, Ill.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

25 CENTS for 20 words 5 days. **ENTERPRISE**, Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ARE you anybody? Then advertise in **ANYBODY'S MAGAZINE**, Peekskill, N. Y. Copy and rates free.

TEN words—10c. silver. Reaches 3,000 readers in agricultural Colorado. **REGISTER**, Loveland, Colorado.

ANY person advertising in **PRINTERS' INK** to the amount of \$16 or more is entitled to receive the paper for one year.

POULTRY NEWS, 25c. year; ad rate, 70 cents an inch display. Circulation, 7,500 monthly. **WILLIAMS & METLAR**, New Brunswick, N. J.

"THE PROGRESSIVE MONTHLY, Indianapolis, Ind. Best medium for those wanting to reach agents or the mail trade. Rate, 10c. Copy on request.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 23d. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 3,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

A MILLION TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 24 Park Place, N. Y. or 135 Adams St., Chicago.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

100 GOOD ads for a grocery store \$1.00. **BAIT PUB. CO.**, Toronto, Can.

ADS I wr'te make business bright. **J. GREEN BERG**, 118 Floyd St., Brooklyn, N. Y.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

FOR newspaper, magazine and trade paper ads, write **CLARENCE R. BROWN**, Cresco, Iowa.

PRACTICAL, common-sense, business-bringing advertisements written. **ESTELLE BLEYTHING**, 22 Munn Ave., East Orange, N. J.

BOOKLETS, circulars, follow-up letters. The sort that hit the bull's eye. **417 W. 31st St. JUSTINE STERN**.

ADVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best. Moderate prices. **ART LEAGUE**, New York.

BOTTLERSON possesses the faculty to prepare convincing advertising literature for advertisers. Get his book—It's proof of his ability. **Box 254, Winona, Minn.**

J. JEROME NORDMAN, Advertising Architect. Ads that's Add—Written Right. 700 Tradesman's Bank Bldg., Pittsburgh, Pa.

JINGLES you read while the ink is wet, And twenty years afterward can't forget. Tell me what you want—I'll know what to say. **LOVEJOY**, advertiser at Roslyn, Pa. (Box 1.)

ADVERTISERS—If you want strong, forceful and effective drawings, illustrations and original copy, write to "ARTIST," care of Tengel Talk, Chicago, Ill. Expert work. Prices reasonable.

YOU can tell your story fully in a booklet. I write and print good ones at little cost—1,000 for \$14, 5,000 for \$35. Will mail samples if you are interested. **L. FINK, JR.**, Fifth, above Chestnut, Philadelphia.

I'm a specialist in clean advertising. Steam Laundries—Towel Supply Companies—Cleaning and Dyeing—Carpet Cleaning. Samples—testimonials—proof of ability. **WILLARD BOTTOME**, St. Paul Bldg., N. Y.

SAYS Profitable Advertising: "Some excellent advertising matter has recently been turned out by Benjamin Sherbow." I try hard to keep my work up to that standard. **BENJAMIN SHERBOW**, 3148 Euclid Avenue, Philadelphia.

I MAKE a specialty of writing rate cards—every point that advertisers and agencies want to know. Copy ready for printer; price \$1 in advance. **A. N. WALTERS**, with Dollemayer Advertising Agency, Tribune Bldg., Minneapolis, Minn.

TRADe winding booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. **SNYDER & JOHNSON CO.**, Elmhurst Bldg., Chicago.

IF you would succeed at anything, go at it in the right way. I am daily engaged from morn'til night, in preparing good advertising copy. If you have a worthy proposition, the right sort of presentation will make it profitable. Would like to hear from you. **JAMES J. NORMILE**, Station F, Boston, Mass.

P PRINTING PRINTING PRINTING

Printing of every description in first-class style. Advertisements written in a clear, convincing manner. Send for booklet on printed letter head. **PRINTERS' INK PRESS**, 45 Rose St., N. Y.

PRINTING architect and adviser and helper in circular, booklet, catalogue and similar advertising. That's the sort of work I have been doing 15 years, and doing it so well that I have never wanted for a good job. I re-write, correct and plan matter intended for the printer; I also make estimates on what it should cost to have the work printed, furnish specifications, dummies, etc. I believe I can make your printing appropriation go farther than you ever thought possible. Tell me what you wish to accomplish, and I will render you the most valuable assistance you have ever had. I am not connected with any printing establishment and I do the work during spare hours. My charges are moderate. Write me. **Lock Box 408, Batavia, N. Y.**

D DON'T YOU! When I "send for circular," as requested, and receive a poor, "cheaply" gotten-up one, I instantly conclude that the thing itself must also be "cheap and nasty"—and this into my waste-basket it goes. Now, it may easily be that the "thing" advertised was really first class, but the "penny wisdom" of its maker overlooked the unappeasable hunger and everlasting "near-by-ness" of that waste paper basket. I make lots of "advertising things" for the class that refuses to furnish mere "fodder" for that "W. P. B." You cannot prevent people from "taking your measure" with what you think "good enough" to send them, it's very costly to forget this—very costly indeed. **No. 29, FRANCIS I. MAULE**, 408 Sansom St., Phila.

TO ADVERTISEMENTS CONSTRUCTORS (Amateur and other). \$300 FOR THE BEST ADVERTISEMENT. \$100 FOR THE SECOND BEST. \$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the **Ripans Chemical Company** will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the **Ripans Tabules** have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of **Ripans Tabules**, as a dyspepsia remedy, have been received at office of the **Ripans Chemical Company** in twelve months.

A hundred million **Ripans Tabules** have been purchased at drug stores in the United States in a single year.

Every drug store in America sells **Ripans Tabules**, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of **Ripans Tabules**. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to **CHAR. H. THAYER, President, THE RIPANS CHEMICAL COMPANY, No. 10 Spruce St., New York**

FOR SALE AT GREAT SACRIFICE

TO CLOSE THE ESTATE OF THE LATE CHARLES WILLIAM BERGNER, PRESIDENT OF THE BERGNER & ENGEL BREWING CO.



One of the Most Magnificent Country Estates in America, Located at Ambler, on the North Penn Railroad—Accessible, Fashionable and Every Way Desirable.

This beautiful property covers sixty-seven acres. The mansion is a magnificent stone building in the Gothic Renaissance style, in a commanding situation on a high knoll, affording an extensive and interesting view. On two-sides are broad stone terraces with stone balustrades, while on the south side a porte-cochere. The interior decorations are by Tiffany, of New York. In the main building is a library 20x27 ft.; dining-room, 20x31½ ft.; butlers' pantry and servants' pantry, drawing-room, 20x35 ft.; billiard room, 20x30 ft.; office, cloak room, toilet rooms, etc.; a long hall, 13x70 ft., and a large reception hall, 25x54 ft., containing magnificent fireplace, grand stair-case, and surrounded by gallery. The second floor contains five large bedrooms and four bath rooms. The third floor contains five fine bed rooms, two bath rooms, large linen room, innumerable closets and drawers, trunk room, sewing room, with six red cedar closets; large attic over all. The wing contains cold storage room, laundry, 25x27 ft., equipped with seven tubs; silver cleaning room and work room for valet. On the floor above is the servants' dining room, pantry, hall and porch. The third floor of the wing contains six servants' bed rooms, store-room and bath room, with an extra room for a man and two trunk rooms. The house is further equipped with furnaces, wine cellar, 20x30 ft.; bicycle closets, and a store-room for groceries. The stable is a large stone structure, with capacity for ten horses, carriage house, containing seven rooms, for coachman and family on the second floor. A stone electric power house with the newest modern equipment, has a storage battery capacity sufficient for a week's supply without power. There is, in addition, very large conservatory, a farm house, stone barn and two smaller dwellings. Two flowing streams of water pass through the place, their banks being heavily wooded with old forest trees, and at intervals spanned by artistic rustic bridges. This most convenient and charming country place, in point of location, architecture and general construction, is offered with sixty-seven acres of ground, complete for \$225,000. For further particulars address

E. E. PENNOCK, 403 Bourse, Philadelphia, Pa.

A MODERN REAL ESTATE AD.

NOTES.

"WASHINGTON, the Evergreen State," is a homeseekers' folder describing climate, products and opportunities in the extreme Northwest, issued by the Great Northern Railway, St. Paul.

A CIRCULAR from the National Oil Heating Co., Melrose, Mass., gives favorable opinions of automobilists regarding the company's Kerosene Oil Burner for motors.

A FOLDER for distribution through dealers describes "Gold Seal Champagnes," made by the Urbana Wine Co., Urbana, N. Y. Comparisons of American with foreign wines are pertinent and convincing.

A FOLDER from the *Home Defender*, Chicago, not only gives circulation figures but tells where the bulk of the editions goes in the geographical sense. More than half the subscribers are women. The publication opposes saloons.

Two praiseworthy booklets are being sent out by the United States Trust Co., St. Louis. One deals with banking by mail, while the other is a reprint of an article on "The Ideal Trust Company," by the company's Vice-President, W. J. Atkinson.

THE contents of a large drug store have been skillfully compressed into the twenty-four page mail order catalogue of Reid, Yeomans & Cubit, "Modern Druggists to the People," 140 Nassau street, New York.

"THE Vital Question" is a neat booklet from the Buffalo Pictorial Company, Buffalo, N. Y., dealing with picture supplements as a means of building Sunday newspaper circulation. It is accompanied by miniature reproductions of paintings used for this purpose.

FROM Hal Marchbanks' Print Shop, "on the towpath at Lockport, N. Y., comes a packet of productions which includes advertising literature and stationery of eccentric design, but thoroughly forceful and creditable and likely to produce a good impression on recipients.

"CONCERNING That Roof" is "a book of ideas and suggestions about roofing for anybody who wants a good roof," issued by the Cortright Metal Roofing Co., Philadelphia and Chicago. This company makes stamped metal roofing plates that imitate shingles and slates, and the brochure enters into convincing arguments showing superiority over wood and slate roofing. Methods of manufacture are also described, and it serves the purpose of a catalogue.

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

ADS—S YOURS? AD SPECIALIST
107 Liberty St., N. Y.

GOOD ENGLISH PAYS
Learn to write it. Send for my prospectus and sample lesson; no grammatical rubbish; completed in ninety days. Address EDGAR M. KEATOR, 1204 Dean St., Brooklyn, N. Y.

CHARLOTTE, N. C., "NEWS."
An examination of Rowell's American Newspaper Directory for 1903 reveals the fact that the Charlotte News has a higher actual average circulation rating, in figures, than any other daily in North Carolina.

1,500 Mail-Order Names
Regular Buyers, \$2.50.
COMMERCIAL ADV. AGENCY, Hamilton, O.

J. JEROME NORDMAN
ADVERTISING ARCHITECT
"Ads that Add—Written Right."
706 Tradesman's Bank Bldg., Pittsburg, Pa.



ADV. NOVELTIES MADE FROM NAILS
They're attractive, substantial and cheap. Sample 10c; booklet for the asking.
WICK MATHAWAY'S CORN., Box 10, Madison, O.

Of the 13 papers published in Arizona—
The Arizona Republican,
issued at Phoenix, is the only one that establishes a claim to a circulation rating in Rowell's Newspaper Directory so high as 1,500 copies. It is probable that no more than 3 out of the 13 print so many as 500 copies regularly, but during the first four months of 1903 the ARIZONA REPUBLICAN has issued more than 6,000 copies each and every day.

TO THE
Manitoba Free Press
published morning and evening at Winnipeg, the American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to all the other daily newspapers published in the Canadian Northwest combined.



PROTECT YOUR CHECKS
Thousands of dollars are lost annually because checks are not protected. The **DEFIANCE** Check Protector. The only up-to-date system. Prints and embosses with indelible acid-proof ink. Price \$12. No office is complete without it. Send for booklet.
CROWN STATIONERY CO.
80 Wabash Av., Chicago, Ill.

The Sunday School Times
HEADS

22 BUSINESS BRINGERS

WHICH UNITE
North AND South
FOR ADVERTISERS
THEY REACH
Over 1,100,000
RELIGIOUS HOMES

We Shall Be Pleased To Hear From You. 19

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

The Evening Journal
JERSEY CITY, N. J.
GROWTH in 1903
in

SIZE FROM 10 to 14 pages.
ADVERTISING of 24 per cent.
CIRCULATION from 17,532 to 19,012. (Last 3 mos. 20,659.)
THE ESTIMATION of its readers that it has grown in every quality that makes a paper valuable.

CONFIDENCE OF ADVERTISERS that it pays.

THE ONLY TWO (2) CENT PAPER
IN CITY OR COUNTY.

A HOME and not a STREET Circulation.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Jingles are a good deal like the little girl you've heard about; when they are good they are very, very good, but when they are bad they are horrid. I think these are decidedly good, and though the name of the advertiser has been lost in the shuffle, I think it was the Public Market of Hartford, Conn.

WADE HAMS.

Wade Hams are small and sweet—
They make the best of breakfast meat.

Customers are pleased to say:
"Best we've found in many a day."

Whole 15c, sliced 25c.

WADE HAMS.

Wade Hams are a delight.
Try them once—you'll find them right.

Smoked with seasoned hickory wood.

Sugar cured—they must be good.

Whole 15c, sliced 25c.

WADE HAMS.

Wade Hams—the best of all—

Cut from tender pigs and small;

Cured with finest sugar white

Hickory smoked, they're "out of sight."

Hams 15c, sliced 25c.

WADE HAMS.

Wade Hams—the housewife's pride—

Their fame is reaching far and wide.

Cut from little pigs so tender—

Priced to suit the purse that's slender.

Hams 15c, sliced 25c.

WADE HAMS.

Wade Hams—the kind to eat,
To make the morning meal a treat,

Delicious, tender, sweet and small,

Smoked with hickory wood, that's all.

Hams 15c, sliced 25c.

WADE HAMS.

Wade Hams—a breakfast bite
That sharpens up the appetite.

Small and tender, delicious, nice;

Smoked with hickory—here's the price:

Hams 15c, sliced 25c.

Another of the "Brief and to the Point" Variety.

Here's Pie Filling

New evaporated apricots, just the kind for pies or sauces. They will make good, rich pies, and they are economical to buy. For Monday, two pounds for 25 cents.

Overgaiters and Leggings. Why are These Necessities so Seldom Advertised?

For Our Ladies.

Ladies' Overgaiters, 15 cents, 25 cents, and 50 cents, and the 50-cent ones are all wool—Misses' and Children's high cut leggings, regular limb-warmers, 90 cents, and Ladies' high cut leggings, the top notch of lengthy comfort, \$1.10, and Ladies' 10 button leggings, regular limb-gloves, 80 cents.

SURETY SHOE STORE
Chas. H. Ayers,
814 Chapel Street.

There's a Whole Sermon in these Few Lines on Bargains. Read it and Let It Soak In.

Bargains Are Made.

They are made by power of great purchases for cash; by selling desirable well-bought goods at small profit; by determination to quickly turn merchandise into money; by selling goods before change of fashion depreciates value—These are a few of many causes, well known to live merchants and to appreciative buyers . . . "Waiting for bargains to grow," as some folks claim, might and would bring larger profits, and some, nay much, old stock.

Some may think that Old goods reduced to lower price are Bargains

NOT SO—OLD GOODS ARE DEAR AT ANY PRICE—

The following are New Goods Below Value—Such are bargains!

*The Coal Dealer Ought to be Putting
in Some Good Hard Licks About
Now.*

Coal!

We want more of you to know about our COAL. Coal that burns to fine ashes is worth knowing about. You can't get good results from poor coal. The kind we're selling at \$5.00 per TON is well screened, good burning coal. We assure courteous attention. Our catch-phrase implies more. Let us sell you a TON of SATISFACTION. "No LONG waits, no SHORT weights." IRV. LOCKWOOD & CO. South Norwalk, Conn.

Has the Ring of Honesty.

Carpets

Our stock was never so varied, the prices never so attractive, facilities for display so advantageous as to-day.

Listen to the names we conjure with: Monitor Ingrains, Firth Tapestries, Dobson Tapestries, Dobson Velvets; these all find lodgment in our carpet department and we are honestly proud of them.

It is our ambition--and we are gradually achieving it--to carry the largest stock of carpets in this town and we intend that the carpets we offer shall be worthy carpets.

Carpets are on the ground floor--prices in the sub-cellar.

*How to Size Up the Stove Situation in
a Few Words.*

For as Little as

\$4.75,

You can buy a good heating stove, here; or you can pay as much as \$28.00 and get splendid value for every penny of it. The stove at \$4.75 is a small, sheet-iron cylinder stove, but a big heater. Other sizes of the same kind at \$5.50, 7.50, 8.50, 10.00, 12.00; and other kinds at \$5.00, 6.00, 7.50, 9.00, 14.00, 16.50, 18.50, 20.00, 25.00 and 28.00. Wood Stoves at \$5.50, 6.00, 7.00, 9.00, 12.00, 13.50.

Our stove buyer says the Miller Oil Heater is the best oil heater that's built. We've sold a great many of them and have yet to hear a complaint. Prices are \$5.00, 5.50 and 6.00.

Here's a Great Deal in a Few Words.

New Comb Honey

Here is some honey that is really worth the eating. New comb honey, fresh, and as pure as the driven snow. We have to ask 15 cents for this ordinarily but, for Monday, the price will be 12c.

*Even a Brief Description Goes a Long
Way Toward Making a Sale.*

Men's Mackintoshes at Five Dollars.

Little price--good coat, which we guarantee absolutely rain-proof. And the guarantee means that it will give continued satisfactory service. Good looking, too; because rightly made. Box coat style, in blue, black, brown and gray; with velvet collar; all seams sewed and strapped, \$5.

This is Very Good.

Now It's Wine.

CALIFORNIA WINE.

Not the cheap, every-day California Wine, but good, old, rich wine with plenty of age and a well developed body.

We will sell you a gallon of this good wine, jug thrown in, for \$1.50; a quart will cost you 50 cents, and a pint 25 cents.

Quite a good price for California Wine, you say?

Yes, it is; but then it's a good wine--you can't put it in a 10-acre lot with the ordinary sort.

The PORT has that beautiful rich look and nutty flavor that connoisseurs love so well.

The SHERRY is extra fine--it has an exclusive taste and the flav. surpasses that of any other home Sherry.

Then we have the CATAWBA and ANGELICA, both in the same high class.

Send a postal card or a telephone call for a gallon of this good wine. We will deliver it to any part of the city, free of charge--and another thing--if it isn't as good as we say it is, you can have your money back for the asking.

Yes, we sell a cheaper California for 85 cents a gallon.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

It is undoubtedly a fact that hunters are merely plain people when they are not hunting or talking about hunting.

Under the latter conditions, however, they wander dangerously near the boundaries of crankdom, and you must treat them very gingerly.

A concern advertising any part of the equipment of a hunter must be exceptionally careful with its pictures and copy. A man carrying a gun in the wrong position, the picture of a dog with one ear cocked in the wrong direction, or

duced and marked No. 1, is in many respects a good ad.

Assuming that it is technically correct—which no doubt it is—there are many things to be said in its praise.

The copy is particularly good, as there is something to say, and it is said in a businesslike and convincing manner.

The illustration is a trifle unfortunate in some respects.

The successful sportsman is the right character for the illustration, but there is really no necessity for cutting off the most important



RAIN, SLUSH, TWIGS,
 DIRT, etc., are excluded
 from the workings of the

Marlin

by means of the unique breech-bolt, which, when closed, completely fills the opening in frame and adds greatly to the neat appearance of the arm. It keeps the shells dry, so that they are not liable to swell and are more certain to work freely. This most desirable feature is patented and controlled by this Company. The Marlin repeater is far in the lead as regards elegance of outline, perfection of balance, quality and finish. 120-page catalog, 200 illustrations, cover in 9 colors, mailed for 2 stamps.

THE MARLIN FIRE ARMS CO.,
 New Haven, Conn.

No. 1

any slip of that sort is simply ruinous. The sportsman will not only give the advertiser the merry laugh, but absolutely refuse to have anything to do with a concern guilty of such a high misdemeanor.

The copy, too, must follow certain clearly defined lines, and getting gay on such an important subject would never be tolerated.

The advertisement of the Marlin Fire Arms Company, here repro-



MARLIN

No. 2

part of his head, nor of depriving us of viewing his whiskers in their entirety. If it becomes necessary to mutilate him, it would be much better to perform the operation somewhere else.

No. 2 removes these objections, and gives a better layout, and certainly a more attractive illustration. At first glance No. 1 is a trifle confusing—you have to stop to see what it is.

ON THE INCREASE

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